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No. 9

Going Exclusive

Two Years of Slipping Sales Drive Advertisers to Select Outlets for More Aggressive Consumer Selling, Less Price-Cutting

By J. G. Donley

[EDITORIAL NOTE: The development set forth in the following article is obviously confined to certain specialized items and lines. There are any number of commodities—such, for example, as druggists' specialties, packaged foods, tobacco and similar low-priced items—to which attempted application of the exclusive distribution principle would be a rank absurdity. There are products, however—nationally advertised products, too—that can be worked in profitably with this type of merchandising, as numerous manufacturers are finding out. The situation told about here is one of the significant outgrowths of the business depression which is likely to go a long way toward setting down definite formulae providing freedom from destructive competition in many directions.]

AN outspoken statement was made at the annual convention of the National Retail Dry Goods Association, on February 2, by Ernest C. Hastings, president of the *Dry Goods Economist*.

"There is on my desk now," said Mr. Hastings, "a list of more than 100 manufacturers who have come to us for counsel, seriously thinking of adopting a policy of exclusive agencies both for jobbers and for retailers. Personally, I think this is a good move. Millions of dollars' worth of merchandise has been sold during the past year at no profit or even a loss, and when I say a loss I mean under the price paid to the manufacturer for the item. Certainly this is a

very unhealthy condition for all."

Mr. Hastings noted a well-defined trend—at least in the department store field—and he put his finger on the motivating factor. The one big reason back of the present unmistakable swing to selective distribution in the dry goods field is dissatisfaction with profitless operations on the part of both the manufacturer and the retailer. Two years of slipping sales, heavy dealer mortalities, flagrant price competition, and frozen channels of distribution have unquestionably brought the situation to a head.

The experience of many manufacturers during these two years has been that the store with a complete stock will advertise, display and push the line. Given co-operation, a store with the exclusive agency for a nationally branded line, will willingly follow merchandising and promotional methods in the confidence that an opportunity is presented to make a good profit. Aggressive selling by a group of selected retailers produces a flow of the manufacturer's products into consumption, and over a period of time provides the manufacturer with such a dependable flow of orders to his plants that he is enabled intelligently to schedule production. His production is then keyed to consumer requirements, not to the mere stocking of dealers' shelves. His products go into a flowing stream, not into a congealed by-pass.

Another advantage the manufacturer sees in exclusive distribution is greater retail price stability for his line. Where only one store in a

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town handles his line, there is no chance for disastrous price competition to get started on identical goods. Dealer competition is between different brands of the same product, not identical brands. And the retailer who is going the full way with the manufacturer, stocking and pushing his complete line, is likely to see the benefits of a good mark-up and a good gross profit over the year.

Advertisers in the dry goods field declare that adoption of exclusive dealerships has almost invariably resulted in larger gross sales through the one outlet in a town than were previously made through a number of competing outlets. Complete stocks and intensive promotion have played a big part in this result. The retailer's recommendation is still a strong sales factor, even in large cities.

Too Many Leaders Eat Up Profits

Profits are the big reason why department stores are turning to exclusive handling of nationally advertised brands. The sales difficulties of the last two years have more than ever emphasized that sore point—cost of doing business. Department stores have had too many leaders, not exactly loss leaders, but goods which have not carried their share of the expense load.

Some sane thinking has been done about this problem. There is no dearth of well-advertised brands. The merchant has paused to think: why cannot each store select one of these brands, get the exclusive agency, carry a full stock and do a good business on a profit basis?

Except, perhaps, on packaged goods such as food products, druggists' specialties, tobacco and similar low-priced items, is there anything seriously wrong with his thinking? There are plenty of stores, as well as plenty of brands; so why should a store set up profit-destroying competition within its own four walls?

Economic pressure is back of this thinking, of course. It is leading it in another direction which is very hopeful for manufacturers of branded goods. Retailers are be-

ginning to wonder if private branding hasn't been a mistake. In a time when cut prices have been used excessively to get customers into the stores, they have noted a growing consumer preference for standard, nationally advertised products.

With prices reduced all along the line, it has been more difficult to sell private brands because customers have more confidence in the maintenance of quality standards in nationally branded products. The customer knows that all so-called bargains are not bargains, that goods are specially made for so-called sales, and as a result of years of advertising to build consumer acceptance and prestige, the customer is more inclined to bank on the reputation of the national manufacturer. And the retailer's banker—if it gets down to that—is inclined to look askance at private brands, while treating fast-moving standard brands as so much cash.

The consideration that is leading many manufacturers to select exclusive jobbers is similar to that applying to retailers. The jobber who has exclusive distribution of a line is more likely to give greater promotional effort to it. Instead of being one of a list of similar products, it is his line; whatever results flow from his promotion of the line, flow exclusively to him. He can see profits in proportion to the amount of work he does; he has a greater incentive.

Getting What Cream There Is

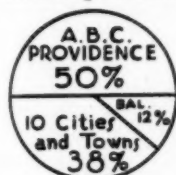
From the manufacturer's side of the fence, this narrowing down the field to a few jobbers, selected for their facilities and their willingness to work, is part of a general tendency to concentrate in fewer and richer markets, to eliminate profitless efforts in hard-pan markets during a time when the relation of costs to results is being brought right down to marketing areas. It is prompted by the necessity of getting what cream there is on a batch of thin milk.

Some of the products, manufacturers of which have gone or are showing a tendency to go "exclu-

CULTIVATE RHODE ISLAND IN 1932

A State Market on a Low Urban Cost-Ratio

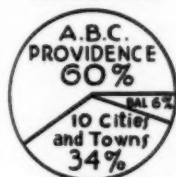
R. I. Population



MORE than in any other state, Rhode Island Retail Business is concentrated in urban centers.

Half of the population and 60% of retail sales are within the city carrier limits of Providence. Ten other cities and towns of more than 10,000 each account for 38% of the population and 34% of retail trade. Only 6% of Rhode Island's business is in smaller or rural places.

Retail Sales



And eight of these ten cities and towns are distant less than 17 miles, over modern highways, from the distributing center of this \$300,000,000 state market.*

*R. I. Retail Sales (U. S. Census) \$316,573,174

Journal - Bulletin FAMILIES:

In Providence

In Rhode Island

19 OUT OF 20

2 OUT OF 3

of families reading daily newspapers

The **PROVIDENCE JOURNAL and BULLETIN**

Dominating New England's Second Largest Market

R.I.

CHAS. H. EDDY CO. Representatives R. J. BIDWELL CO.
Boston • New York • Chicago San Francisco • Los Angeles • Seattle

sive" through jobbers, are blankets, sheets, packaged and branded cheesecloth, safety pins, bedspreads, notions and stationery—the last mentioned through exclusive retailers as well. Products which strongly lean toward the exclusive method of retailing are underwear, hosiery, electrical goods, rugs, radio, and men's shirts. All of these are in the department store field.

Metropolitan Districts an Exception

Stores in the strictly metropolitan districts must be regarded as exceptional cases, of course, for no manufacturer could get adequate distribution except on a specialty of limited production through one store in cities such as New York and Chicago. But this does not change the picture.

There are some 184,000 dry goods and department stores in the United States doing an annual business of around \$9,318,000,000. There are only 323 stores with an annual volume over \$3,000,000 and 604 with a volume between \$1,000,000 and \$3,000,000. The 323 largest stores do a combined volume of only \$1,950,000,000 out of the total. A combined total of \$3,500,000,000—or more than one-third of the grand total—is done by stores with an annual volume between \$50,000 and \$200,000. Or take the cities—there are only thirty-seven with populations greater than 250,000, while there are 185 with 25,000 to 50,000 and 606 with between 10,000 and 25,000. It is in this latter combined group of 791 cities and in the stores with volumes of \$50,000 to \$200,000, where more than a third of the total dry goods and department store business is done. That the manufacturer is looking to his dealer policy.

There is far from unanimity of opinion, of course. There are manufacturers who think it better and safer in the long run to do a \$100,000 business, say, through two or three, or more, accounts in a town than through one. Said one manufacturer:

"There is liable to be a tendency for dealers to ease off after a time on exclusives. At first they are all

'steamed up,' but later the exclusive merchandise is just one of the things in the store. Then there is the objection that dealers to whom you confine, will not confine to your line."

This manufacturer told of a case of a large department store in a certain city which asked him not to sell to a nearby competitor. He agreed not to solicit the competing store, but said he would sell them if they came to him. After a time he went into the store which had asked this special consideration and found a line which duplicated his own line in strong competition with his goods. He felt that he was holding the bag.

"Suppose we have a line confined to one store in a town and a new buyer comes into power in that store, as is happening frequently these days," he continued. "Perhaps this buyer has had great success with a competing line in another store and decides to throw out our product. Then what? We must go to the other stores and try to get one of them to take our 'exclusive.' Their reaction naturally will be, 'Oh, coming to us now, eh? What's the matter? Why did So-and-So throw you out?'"

An Ideal Case of Exclusiveness

From another source I learned of a case which seemingly refutes this argument. A store in the Middle-West which had long had exclusive distribution of a certain well-advertised, nationally branded line went out of business. On the very day that the retirement of this merchant was announced, the manufacturer received four telegrams from other stores in the same town asking for the line. And the head of one store hopped on the train and went to New York to make a personal application for the exclusive dealership.

The manufacturer first quoted felt that, since his goods were nationally advertised and broadly appealed to all consumers, any restrictions as to outlets would so circumscribe distribution that the acceptance created could be fully

(Continued on page 90)



Illinois people do not care for The Register and Tribune

—and we don't blame them. While it has all the national news services and most everything that you expect in a metropolitan newspaper, it has too much of a local Iowa flavor to appeal to Illinois residents. It is so chock full of Iowa news . . . Iowa politics, Iowa sports, Iowa society, and Iowa pictures that an Illinois reader isn't much interested. As a matter of fact, The Register and Tribune has only 278 subscribers in all of Illinois, and about the same number in the other four states bordering on Iowa.

But in Iowa, that's another story. Most any Iowa town of 2,000 or more population boasts of several times as many Register and Tribune readers as we show in any of our neighboring states. In every county, in every incorporated town in Iowa, even along the extreme borders of the state, The Des Moines Register and Tribune has a sizeable circulation. In the central two-thirds of Iowa two out of every three families read The Register and Tribune, daily or Sunday. Late editions are rushed by truck or train for doorstep delivery throughout Iowa.

*The circulation is 240,844 daily
and 214,459 Sunday—98% in Iowa*

The Des Moines Register and Tribune

"The Newspaper Iowa Depends Upon"

J. WALTER
THOMPSON
COMPANY

Product research • Study of markets and
merchandising • Complete advertising service in
newspapers, magazines, radio, and outdoor.
An organization of more than eleven hundred
people, located in twenty-two offices in
the market centers of the world

NEW YORK • 420 Lexington Avenue • 1 Wall Street

CHICAGO • 410 North Michigan Avenue

SAN FRANCISCO • BOSTON • CINCINNATI • ST. LOUIS

LOS ANGELES • MONTREAL • TORONTO • • London

Paris • Barcelona • Stockholm • Copenhagen • Berlin • Antwerp

Sao Paulo • Buenos Aires • Port Elizabeth • Bombay • Sydney

Ford Expected to Start Greatest Advertising Campaign

Program for New Models Seems to Follow General Lines of Model A Procedure, Automotive Men Say

IF there is any substance to persistent and circumstantial reports which have come to PRINTERS' INK during the last few weeks, Henry Ford is about to break loose with an advertising program so large as to make any of his previous efforts seem relatively insignificant.

The reports have to do, of course, with the merchandising of the two new Ford cars which the afternoon newspapers of last Saturday and the morning newspapers of the following day quoted Mr. Ford as saying would be in production by March 7. These are an improved four-cylinder car and an entirely new eight—both of which have been guarded as zealously as was the Model A, which was brought out after much secrecy and maneuvering which not only had the automobile industry sitting up at nights, so to speak, but made the general public await the coming of the new car as an item of unusually interesting news.

Big Campaign in Store

One of Mr. Ford's competitors (who, wisely enough, makes it his business to find out as far in advance as possible about the manufacturing and merchandising plans of his rivals) tells us he knows to a moral certainty that the new Ford models are to be launched with a veritable whirlwind of advertising. He does not quote chapter and verse in proof of his assertions. Perhaps he could; such things have been done. Again, he may be basing his remarks upon a careful observation of the big advertising programs done for the Model A and noticing its close similarity to the present campaign step by step. Regardless of the cause of his reaction, however, he declares he would not be at all surprised to open his newspaper almost any day now—perhaps next

week—and see full page advertisements telling about the new Fords. His information is of such a nature, moreover, as to cause him to believe that similar advertisements will appear on the same date in substantially every daily newspaper of any size in the country—to say nothing of the large follow-up to be made in other newspapers, in magazines and in farm papers.

Mr. Ford Knows How to Keep a Secret

At the time these words are written, it can be said that perhaps only four or five people besides Mr. Ford himself, know just when this advertising program is going to start. And Mr. Ford is one of the world's leading experts at keeping his projected plans a deep secret.

It will be recalled that for a long time before he brought out the Model A he had the whole automotive world simply burning up with curiosity. Not a single word of advance publicity was authorized. He preferred to let the trade and people in general form their own ideas, if any. He was not in the least concerned about how erroneous the reports might be or how closely they came to the truth.

In the present situation he has varied this procedure a bit. He has given out interviews, telling about the great quantities of raw material he had purchased, that he expects to sell close to 2,000,000 new cars during the remainder of the year and that the general prosperity of the country is going to be greatly enhanced by his operations.

But in the main his policy of silence has been the same as when the Model A was brought out.

It will be remembered that after the usual crop of wild rumors had been allowed to propagate, newspapers all over the country on one

Thorough Trading Area Coverage Through One Newspaper

Milwaukee Sales Thrive on Journal Linage

A GAIN, in January, department store sales held up better in comparison with year-ago volume in Milwaukee than in any other city in the Seventh Federal Reserve District.

Throughout the past two years Milwaukee department stores have made an outstanding sales showing and it is significant that their advertising is concentrated in The Milwaukee Journal.

In January, 74% of the total department store lineage in the three Milwaukee newspapers was published in The Journal. Follow this guide to results!

THE MILWAUKEE JOURNAL
W FIRST BY MERIT W

Covers More than 80% of the Buying Power in Greater Milwaukee

bright day received orders to run page advertisements. Copy was delivered only two or three hours before it was to go into print and this was the first inking the newspaper people had about the appearance of the advertising and they were pledged to secrecy. The first absolutely authoritative announcement of the new car appeared in the advertising.

The sheer dramatics of the thing increased the effectiveness of the newspaper presentation many fold.

From all advance indications the automotive industry believes the two new cars will be announced in a similar way. Publication men will be the first to know about it and even they won't know it much sooner than anybody else. Their first information, judging by the way the thing was done the other time, will come in the form of insertion orders received just a little while before press time.

While there is not the least doubt that an enormous advertising program is under way, there will be nothing settled about it until it is actually started in the various publications. Mr. Ford, an erratic genius if there ever was one, may possibly change his mind at the last moment. He has been known to defer advertising campaigns at the very last moment so as to put into effect emergency changes. Maybe he will do it this time.

McMullen, Sterling & Chalfant Combine with Gotham

The personnel of the Gotham Advertising Company, established in 1908, and McMullen, Sterling & Chalfant have been combined as one under the name of the Gotham Advertising Company.

Offices will be maintained at 250 Park Avenue, New York.

R. M. McMullen becomes chairman of the board. Walter G. Hildebrandt, who has been president of the Gotham agency for many years, continues as president of the enlarged organization.

Edward M. Sterling, Edward N. Chalfant and John E. Hill are vice-presidents. John H. Nutting is secretary.

Hamilton Cochran, sales manager of the Diamond Waxed Paper Company, Rochester, N. Y., has been made vice-president of that company.

Variety Chain Starts Newspaper Test Campaign

Newspapers in about 120 cities are being used in a test campaign which has been started by the McLellan Stores, Inc., which operates a chain of 5-cent to \$1 stores in the variety merchandise field. A new sales promotion department recently set up in the New York office, according to F. S. Taylor, advertising manager, found that well-planned advertising more than paid for itself in increased business and sales volume.

As a result of its studies, the company has started a nation-wide campaign which will cover 120 of the more than 250 cities in which stores are located. If the campaign is successful it will be extended to cover all stores.

Insertions are to appear once a week and will be in two sizes. Mats will be sent to store managers to be used as is or subject to change to meet circumstances where stores may not have items included in the suggested layout or where it may be desired to feature other specific items.

L. B. Rock, Business Manager, Chicago "Daily News"

Lewis B. Rock, formerly business manager of the Washington, D. C. *Times* and *Herald*, has been appointed business manager of the Chicago *Daily News*. He succeeds Guy T. Viskniski, resigned. Mr. Viskniski has been retained by Frank Knox, publisher of the *Daily News*, as consultant.

Curtis Woodwork to Buchen Agency

The Buchen Company, Chicago advertising agency, has been appointed to handle the advertising account of Curtis Companies, Inc., Clinton, Iowa, manufacturer of Curtis woodwork.

Climalene Account to Pittsburgh Agency

The Climalene Company, Canton, Ohio, has appointed the W. S. Hill Company, Pittsburgh, to direct its advertising account. Newspaper and radio advertising will be used.

R. W. Wadman Again with Diesel Papers

Rex W. Wadman has been appointed business manager of *Motorship* and *Diesel Power*, New York. He was with these two papers for many years prior to 1928 and since then has been associated with Russell Palmer in the publishing of *World Petroleum*, New York, and *Petroleum World*, Los Angeles.

Joins Metropolitan Agency

Robert F. Buggeln, formerly a member of the advertising department of the New York *Evening Sun*, has joined the Metropolitan Advertising Company, New York, as an account executive.

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Straight HOME!

WHILE your first requisite for good salesmanship may be knowledge of the goods you sell, your chief hope for a successful business is certainly in knowledge of the best market for your products and of the best way to reach that market.

The Detroit Trading Area offers you one of the richest markets on earth for products of all sorts—a market that is feeling the stimulus of increased motor car production and the recently announced four and eight cylinder cars of the Ford Motor Co.

How can you sell best in this market? By going directly into the homes of the Detroit Trading Area! But how can you go into the homes with your message to best effect? The Detroit News carries your message straight home!

The chief reason for this is the great editorial influence it has exerted for over 58 years as Detroit's favorite home-delivered newspaper. Over 75% of the city circulation of The Detroit News is actually home-delivered in 71% of the Detroit homes having an income of \$3,000 or more! And this is only part of the circulation of The Detroit News; for it extends its influence far out over the entire Detroit Trading Area among all classes.

The Detroit News

THE HOME NEWSPAPER

New York

I. A. KLEIN, INC.

Chicago

J. E. LUTZ

a *coupla'* phone calls
and ...



the **SURVEY'S OVER**

WHY cloud the issue with a lot of theories? Premeditated charts, graphs, figures—all very fine, but what do they prove? Mere numbers alone mean nothing. A half-million subscribers doesn't necessarily mean a half-million *buyers*—it doesn't even mean a half-million readers. It

may mean merely a half-million discarded papers that the car cleaners have to pick up and cart away every morning down at the station where the suburban trains come in.

The big question is—"A half-million of *What?*" Wise buyers of

THE CHICAGO AI
THE QUALITY QUANTITY CONCERNED

National Advertising Representatives

250 Park St.

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO
Palmolive Building

PHILADELPHIA
Record Bldg.

DETROIT
New Center Bldg.

SAN FRANCISCO
Monadnock Bldg.

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Do you
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GEORGE A.
NEW YORK

circulation these days are stressing *quality*. *Where* is your circulation? *Who* is your circulation? How powerful is your circulation in a buying way? Is your circulation just a big fat rope or is it a tested steel cable? How about the *strands*? How about the tensile strength of its pulling power? How about its *potency*?

and an accommodating little girl at the switchboard. Call up a few merchants in Chicago—or a few chain store managers—and ask just one question: "WHAT PAPER IN CHICAGO SELLS THE MOST MERCHANDISE FOR YOU?" If the answer is *The Chicago Daily News*—put us at the head of your list.

If not—leave us off.

In a word—WILL ADVERTISING IN YOUR PUBLICATION SELL MERCHANDISE? When that one question is answered, the polls are closed and you're either elected or you're not. Why should they make this survey business so terribly intricate and mysterious? Why disturb all the universities in the country to find out something that you can settle in ten minutes with a couple of phone calls?

Do you want to know what paper to use in Chicago? All right—there's a telephone on your desk

THE NET OF IT—

The merchants of Chicago, in 1931, spent the following amounts per reader in the advertising columns of Chicago's daily papers:

—In THE CHICAGO DAILY NEWS (Eve.)	\$12.32
—In the American (Eve.) ..	6.66
—In the Tribune (Morn.) ..	6.50
—In the Herald and Examiner (Morn.)	2.71

The Chicago Daily News carried more DEPARTMENT STORE ADVERTISING than the two morning papers combined.

The Chicago Daily News carried more TOTAL GROCERY ADVERTISING than any other newspaper in the world.

—Authority: Media Records, Inc.

CHICAGO DAILY NEWS

CONCENTRATED EVENING CIRCULATION

Representative GEORGE A. McDEVITT CO.
10 Park Avenue, NEW YORK

ROIT
ter Bldg.
SAN FRANCISCO
Monadnock Bldg.

Financial Advertising Offices
NEW YORK
165 Broadway

CHICAGO
29 S. LaSalle Street

*Sells the
Merchandise*

Where to CONCENTRATE ADVERTISING in 1932

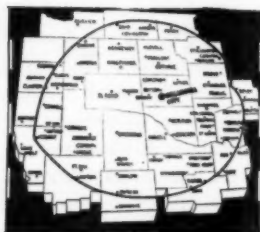


OF all the sections of the country, Oklahoma and the Southwest has been least affected by the adverse conditions of the past year. This is the conclusion of a survey made early this year by the editors of the Dartnell Corporation and published in the January and February issues of Printed Salesmanship under the title, "Where to Concentrate Advertising in 1932."

Oklahoma and the Southwest, the survey showed, is the *only* section of the country where greater freight facilities will be required in 1932 than in 1931 to accommodate increased movement of goods. And the Oklahoma City Market in particular, the report pointed out, holds great promise as a territory where sales and advertising effort may be profitably concentrated this year.

This should be good news to marketing executives who, this year more than ever before, must choose territories offering the greatest promise of immediate returns and reach these areas through selective advertising.

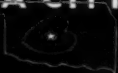
The Oklahoman and Times are the sales promoting mediums in the Oklahoma City Market that are doing a thorough selling job, economically, and alone.



The **DAILY OKLAHOMAN
OKLAHOMA CITY TIMES**

OKLAHOMA FARMER-STOCKMAN
A New Service Magazine

RADIOPHONE W. K. Y.
A New Service Magazine



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that
mark
\$25,00
\$385,
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a roa
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No Salesmen—No Reason—Why Copy—Sales Increase

This Unusual Business Succeeds Because of Real Consumer Demand

As Told to C. B. Larrabee

By C. M. Odell

President, Burma-Vita Company

"WE don't use salesmen—and we don't make our advertising urge people to buy."

Thus C. M. Odell, president, Burma-Vita Company, manufacturer of Burma-Shave, brushless shaving cream, emphasized three unusual policies of an unusual company. In 1926, the first year that Burma-Shave was put on the market, total net sales were \$25,000. Last year they totaled \$385,000 and Mr. Odell believes that during the current year they will reach \$420,000.

If you have traveled at all in an automobile you are familiar with the company's advertising; six little signs, painted red and white, placed 100 feet apart, usually in a spot just a little below the level of the road, and each sign a part of a roadside continued story. The continued story is almost always a jingle and usually a jingle that would irritate a highbrow poet beyond measure. But these jingles have a good humor that is infectious and they have been the backbone of the company's advertising.

Other Types of Advertising Were Tried

"At various times," says Mr. Odell, "we have tried good old reason-why advertising copy. We have talked about marvelous discoveries of science, about shaving ease, and about most of the other things that should make up the reasons why a man should use our product. Our copy has been good copy according to all the text book standards. Advertising experts have assured us that it would sell thousands of pounds of shaving cream. The only flaw has been that the advertising didn't work.

"The road signs have. As a matter of fact, we went into this type of advertising against my

judgment and the advice of people who had been engaged in advertising all of their lives. It was my son, Allan Odell, who suggested the idea. He came into my office one day and asked for \$200 to make some signs. I laughed at the idea at first but he was so insistent that finally I gave him the money.

"He prepared the signs and placed them along the road outside the town of Albert Lea, Minnesota, a town of about 10,000 population with eight drug stores.

Road Signs in Thirty-three States

"Almost at once all eight drug stores began to get calls for Burma-Shave and then repeat calls. From that time on our advertising history has been one of expansion. First we covered Minnesota, then Wisconsin, Iowa and Illinois. Today we have road signs in thirty-three States and are investing considerably more than \$100,000 a year in our advertising.

"In addition to our road sign advertising we have recently been using magazines and also street car advertising in Chicago. In magazines we tried the roadside jingle idea by taking four spots of space in each issue. We found, however, that the idea would not work and that readers would not necessarily turn pages to read our jingles. Therefore we are now changing our magazine copy radically and leaving the jingles for the road signs.

"Early in our business career we found that the manufacturer who wishes to introduce a new product is forced to pay certain penalties in the form of extra discounts to jobbers. We decided that we did not want to pay these penalties so we adopted a policy

of letting the outlets come to us rather than making ourselves go to the outlets with a long sales story.

"We have heard a lot of talk about consumer demand and consumer acceptance. In our case we aren't much interested in consumer acceptance because we have seen the power of consumer demand.

"If we had followed the usual and accepted marketing theory, we should have gone into a town and stocked the dealers and then given our dealers the support of our advertising. That is probably the best way to market a product, but we are convinced that it is not the best way to market Burma-Shave. Instead of that we send out our crews and they place signs along the main highways going into a town. Pretty soon the druggists in that town begin to get calls for Burma-Shave. They, in turn, go to their jobbers and ask for our product. Eventually the jobbers come to us.

Not Interested in Discounting

"Usually they tell us that they will have to have the usual heavy discount for introducing a new product. We answer that we are not interested in the discount and that we have one scale which applies to jobbers who have handled our product for a number of years as well as to jobbers who have never handled it before. We have been told by certain jobbers that they would never handle our product under those conditions. In fact one of the best jobbing outlets today told us four or five years ago that it would never start Burma-Shave until it got its discount.

"Usually a jobber sees our viewpoint and begins to carry our product. From then on it is the quality of our product plus the power of our advertising that builds repeat sales.

"In an era when the majority of manufacturers of advertised products realize the importance of quality, it is not particularly revolutionary for us to put our emphasis on the quality and ingredients found in Burma-Shave. However, we know that it is of the

utmost importance that we make the best product that we know how to make. For this reason we spend thousands of dollars on research and development. Further than that we pay premium prices in order to get the best ingredients. Only in this way can we get the man who has bought once to come back and buy again. Today, more than ever before, it is essential that a manufacturer be always discontented with his product and continually on the lookout for improvement. That is the only way that I know of to forestall competition.

"One of our problems, of course, is the question of keeping our signs in good condition. We have to figure on considerable loss from vandals and it did not take us long to find out that college boys are the worst vandals of all when it comes to lifting signs. They appear to like our stuff. Therefore, we can automatically figure that any signs placed near college towns stand a better chance of being stolen than signs in other communities.

"In order to assure ourselves of maximum effectiveness from our advertising we have six crews who travel over the country all of the time. In addition to this we send out a little house magazine which goes to the farmers on whose land our signs appear. This house magazine is full of good nature and encourages the farmers to see that other signs are not placed with ours, etc.

The Smile's Worth While

"We have a great faith in the power of good humor. Instead of waving our arms and giving seventeen reasons why people should buy our products, we content ourselves with our little jingles which make many people smile and which have the quality of sticking in the mind. Somehow they have proved a lot more convincing than all the high pressure sales arguments that we might use.

"I have been interested recently to note the number of advertisers who are using cartoon style copy and illustrations. Apparently these

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Salesman

advertisers are getting results which would seem to prove that even in times of depression people respond to a sales talk that is not too serious.

"Probably the principles we have used in our business would not apply to a number of other companies. In fact we know of several companies that have tried to imitate our style of road sign advertising in series and who have failed. They produce no buying impulse. The public has credited Burma-Shave with organizing the series idea in signs and appears to resent anyone copying it.

"I feel, that we have learned at least two important facts. The first is that you don't have to high pressure the public in order to get it to buy and the second is that if you give the public a product that is good the public will repeat on it.

"The advertiser who makes a lot of glowing promises which suggest miracles is laying himself open to a lot of consumer disappointment. We think we make the best shaving cream in the world but we let the public find that out for itself. Perhaps that is another reason why our sales have mounted every year for the last six years."

E. H. Stuart, President, Carnation Company

E. H. Stuart, executive vice-president of the Carnation Company, Milwaukee, has been elected president. He succeeds his father, E. A. Stuart, who has been named chairman of the board of directors and of the executive committee.

Elected by American Laundry Machinery

Verner C. Kreuter has been elected vice-president of The American Laundry Machinery Company, Cincinnati, to succeed his father, the late Adam Kreuter. C. H. M. Atkins has been elected to membership on the board of directors.

To Publish "Roadstand Management"

Roadstand Management is a new business paper which will appear with the April 1 issue. Headquarters are at 616 Lee Avenue, Webster Groves, Mo. Frank Gruber, formerly editor of the *Wayside Salesman*, is publisher.

RCA Victor Executive Sales Changes

With the recent unification of the RCA Victor Company's export and domestic sales activities and consolidation of RCA Photophone, Inc., the following realignment of executive sales personnel has been made: E. O. Heyl, formerly in charge of sales of RCA Photophone, Inc., has been appointed manager of the Photophone division. L. W. Yule has been appointed assistant manager, in charge of portable projectors, centralized radio and custom built equipment sales.

Ernest H. Vogel, manager of the radio and phonograph division, is in charge of this division's foreign and domestic sales activities. A. R. Beyer will continue as assistant manager. C. Lloyd Egner, manager of the record and recording division, is in charge of all foreign and domestic record sales activities.

Pierre Boucheron, manager of the advertising and sales promotion division, is in charge of all the foreign and domestic advertising, sales promotion and publicity activities of the company, including that of the Photophone division.

J. S. Crier Joins Engineering Publications

John S. Crier, formerly Western representative of *Maintenance Engineering*, New York, has joined the staff of Engineering Publications, Inc., Chicago, as advertising representative of *Heating, Piping and Air Conditioning* and *Domestic Air Conditioning*.

To Publish "Radio Fan"

Radio Fan, a new magazine, will be published at 1265 Broadway, New York. L. A. Nixon is publisher, J. L. McGoldrick, managing editor and G. B. Ansbro, advertising manager. It will be distributed through the retail stores of the James Butler Grocery Company.

Heads Morgan Papers in Kansas

Publication of the Hutchinson, Kans., *News and Herald* will be continued by Mrs. W. Y. Morgan, widow of the late publisher, who has been elected president of the News Company.

Milk Account to Lavin

The American Guernsey Cattle Club, Peterborough, N. H., has appointed Lavin & Company, Inc., Boston, to direct a national advertising campaign featuring Golden Guernsey milk. Women's publications will be used.

Stack-Goble Has New York Office

The Stack-Goble Advertising Agency, Inc., Chicago, has opened an office at New York at 400 Madison Avenue. Richard A. Porter is manager.

Every Fellow Thinks the Other Is a Devil of a Fellow

But Sometimes He Ain't

MIDDLETOWN "TIMES HERALD,"
MIDDLETOWN, N. Y.

Editor of PRINTERS' INK:

This afternoon, while reading the editorial "Study the Customer" on page 110 of PRINTERS' INK, issue of February 25, 1932, there was laid on my desk for signature, a letter, a copy of which I am enclosing, with a copy of the letter to which it replies.

It seems a coincidence that the article and this correspondence should have met at my desk.

The Endicott Johnson Corporation is apparently studying more than the customer.

CHAS. E. KOONS,
Publisher.

* * *

ENDICOTT JOHNSON CORPORATION
ENDICOTT, N. Y.

Middletown, "Times Herald,"
Middletown, N. Y.
Gentlemen:

During 1930 and 1931, we have steadily reduced the selling prices of our merchandise and with the exception of one or two items we have been able to reduce our selling costs.

One of the items on which we have not received a reduction is your advertising rate. As the dollar volume is reduced it is absolutely impossible to go along using the same amount of space unless the rate is reduced very materially.

In order to be progressive and continue to sell the same amount of units, we should go along and use the same amount of advertising space.

We have confidence that after giving this consideration we will hear from you favorably with a substantial reduction.

LAWRENCE MERLE.

Mr. Lawrence Merle,
Endicott Johnson Corporation,
Endicott, N. Y.

Dear Sir:

There is only one way in which our advertising rates can be reduced and that is with a corresponding curtailment of expenditures for news and other editorial matter and other services requisite for the necessary reader interest and distribution to make advertising productive.

Our production and distribution costs have not decreased during the present economic conditions in any manner that could possibly be reflected in our advertising rates, and we know of no justifiable reason for, and have no intention of reducing our advertising rates with the inevitable depreciation of our standard of service to both readers and advertisers.

We sincerely hope, you, as one of our regular advertisers, will appreciate the wisdom of our policy of maintaining standards which have heretofore and in the future will produce results for our advertisers.

CHAS. E. KOONS,
Publisher.

Henri, Hurst & McDonald
Elects

All officers were re-elected and three executives of the agency were added to the board of directors at the annual meeting of stockholders and board of directors of Henri, Hurst & McDonald, Inc., Chicago advertising agency.

The new directors are St. Clair Carver, copy chief, and J. L. Lambin and A. M. Semones, vice-presidents. W. B. Henri continues as president, W. D. McDonald as secretary and J. F. Hurst as treasurer.

J. F. Reeder, Cadillac
Advertising Manager

John F. Reeder, since 1927 with the Campbell-Ewald Company, has been appointed advertising manager of the Cadillac Motor Car Company. He succeeds Trueman F. Campbell, who has joined the staff of the Campbell-Ewald Company.

A newspaper is known by the advertisers it keeps

Listed below are some of the general advertisers who have used The News exclusively for the past two or more consecutive years.

Marquette Cement	Jelke Good Luck	Palm Beach Suits
Nicholson Files	Margarine	Stetson Hats
Waterspar	Kraft-Phenix Cheese Corporation	Loma
Simmons Products	Troco Oleomargarine	Vigoro
Gold Medal Flour	Black Flag	Parker Pens
National Biscuit Co.	Flit	Wahl Eversharp
Rumford Baking Powder	Armour's Meat Products	Waterman's Pens
Boscuf Coffee	Bowlene	General Electric Radio
Canada Dry Ginger Ale	Dri-Brite Wax	Westinghouse Radio
Clicquot Club Ale	Gold Dust	Radiotrons
Maxwell House Coffee and Tea	Lewis Lye	Sylvania Tubes
Salada Tea	Old Dutch Cleanser	Webster Cigars
Kellogg's All-Bran	Tintex and Whitex	Hind's Honey and Almond Cream
Kellogg's Pep Bran	Wyandotte Cleaner	Northern Tissue
Post Toasties	Atwood Grapefruit	Probak Blades
Ralston Cereal	Calif. Fruit Growers' Exchange	Hickory Products
Best Foods Mayonnaise	Crisco	Kayser Three
Domino Sugar	Gerber's Vegetables	
Franklin Sugar	Hawaiian Pineapple	
Kraft Mayonnaise	Heinz Products	
	Libby's Food Products	

Member

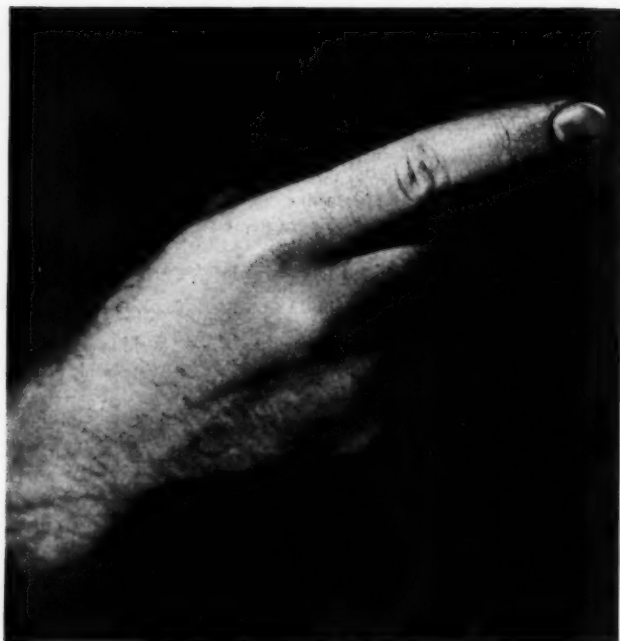
Major Market Newspapers, Inc.

THE INDIANAPOLIS NEWS

New York: DAN A. CARROLL, 110 E. 42nd St.

Chicago: J. E. LUTZ, Lake Michigan Bldg.

Mr. Kudner States a



THE BOONE MAN REPRESENTS
21 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal

Boston American
Baltimore News
Washington Times-Herald

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American

Rochester American
Detroit Times
Omaha Bee-News

Baltimore American
Washington Herald
Atlanta American

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"The great thing is knowing where you are going and how to get there." From an advertisement of Erwin, Wasey & Co., in "Fortune."

WE AGREE. Modern selling demands definite foreknowledge of where goods can be sold . . . what markets have money to buy.

On-the-spot surveys, and they alone, can determine these facts. So, experienced merchandising men on twenty-one of the Hearst newspapers make over 500,000 calls yearly, and place their findings at the disposal of manufacturers who wish to know *where* to go.

How to get there has been accurately determined through many recent sales successes . . . *newspapers* that concentrate in dense city markets, backed by

the impelling dealer pressure of their trained merchandising men.

As a result, a distributor of vacuum cleaners secured scores of new outlets and over 2,600 live prospects in a market thought to be oversold . . . a meat packer paid for his campaign before publication . . . a maker of cosmetics revamped his dealer organization with notable success.

These, and many similar successes, were made in the eleven city markets of 23,000,000 people, represented by the Rodney E. Boone Organization. They clearly indicate *where* and *how*.

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE

New York

Boston	Chicago	Detroit	Philadelphia
Rochester	Cleveland	Atlanta	San Francisco

Worcester, Massachusetts

(New England, with 6.65% of the nation's population, has 17.5% of the nation's savings.)

INFLUENCE—Based On Service**128 Suburban Reporters**

In Worcester's nearby trading area served by these newspapers, the full home news of 201 cities, towns, villages and community centers is gathered each day by 128 salaried suburban reporters—home folk, with an understanding of what makes news for suburban readers.

70 Columns of Suburban News Daily

The news gathered by these 128 suburban reporters fills an average of 70 columns daily in the Telegram-Gazette. Even those advertisers who are unable to give the correct New England accent to "Leominster" and "Leicester" must realize the value of advertising which rubs elbows with the friendly, homely news which many thousands of Worcester suburbanites await eagerly every day.

964 Miles A Day

This nearby trading area averages a distance of but 25 miles from Worcester, yet within this compact territory Telegram-Gazette delivery cars run 964 miles daily to carry the news to out-of-town readers. 899 alert carriers complete the suburban delivery service.

Upon such substantial service rests the power and influence of the Telegram-Gazette, an important link in welding these scores of towns and villages into one great community of common interests—into one great market exceptionally responsive to newspaper advertising.

Average Net Paid Circulation for the Year 1931

Over 105,000 Daily

Over 53,000 Sunday

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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It's Reminding, Not Teaching, That Rural Market Needs

This Advertiser Confines Attention to Selling and Is Willing to Let Farmer Run His Own Farm

By D. M. Hubbard

SELLING wire fences, fence posts, steel gates, barbed wire and nails comes far from being the least interesting of the several selling jobs that the American Steel & Wire Company has on its hands. The place where most of these materials are used is, of course, the American farm.

Accordingly it is to the farmer that the bulk of the company's publication and mail advertising is directed. The small-town hardware dealer, because of his strategic position and the selling influence he can bring to bear, ranks next to the farmer as a prospect to be cultivated.

For many years and under widely varying conditions the American Steel & Wire Company has advertised to the farmer and to the dealer from whom he buys. It has learned much about the farmer and his buying habits in good times and bad as a result of that long experience. One of the most significant of these lessons can be boiled down into a few words. It is this: *the buying power of any farm community at any time depends largely on the kind and amount of farm improvement that has preceded it.*

When the Pendulum Swings

In normal times the farmer doesn't have to be sold on the idea of improving his farm. He accepts it without debate. When the prosperity pendulum swings the other way and retrenchments of one kind or another seem necessary he sometimes puts too much reliance in relief measures that can't do him much good. He forgets that farm prosperity starts with him on the farm. He needs to be reminded, and persistently, that if he is to know prosperity again he

must improve the conditions right on his own farm that are interfering with his prosperity now.

That is exactly what the American Steel & Wire Company is doing now in its advertising addressed to farmers and hardware dealers—reminding them of something that is just as fundamental and as true today as it ever was. Bringing wire fences, gates, barbed wire and the other products that the company makes into the picture is no trick at all. They dovetail with the improvement idea perfectly.

A Campaign with a Spark

The campaign's purpose is to sell fences to farmers through hardware dealers who know how to relate properly fenced fields to increased farm income. It has traveled along to the point where there are plenty of indications that it is delivering more power on that job than any of the company's advertising has generated in years.

One thing that the advertising definitely turns its back on is any suggestion of showing farmers how to farm. There's a reason for that and it's a pretty plausible reason. The Federal and State governments, the schools, and colleges, the farm papers and other well-equipped agencies have been spreading the gospel of diversified farming, of increased soil fertility due to the proper rotation of crops and stock and of efficient farm operation for many years. Nearly every farmer has long since become familiar with the story. Nearly every farmer knows what to do. But a good many farmers aren't doing it. Many of them are waiting for someone to give them a push.

That's why Wilmer H. Cordes,

advertising manager of the American Steel & Wire Company, says: "Our job as we see it is to remind the farmer of what he already knows about farming and stimulate him to act. We don't want to teach him how to run his farm and we don't need to try to teach him. That isn't our business. Our job is to sell him some of the equipment he needs to put into profitable practice the sound advice and information that farm-paper editors, county agents, and State departments of agriculture have been giving him.

"The farmer has got to come through this present crisis, and he certainly will come through because this country depends and must depend on itself for its food. We have 30,000,000 people in close contact with the soil. We can't ignore them and have a prosperous nation. We can't and needn't tolerate conditions under which they make only a bare living. The fact is, of course, that in spite of some mistaken impressions that have gained currency a good many farmers are doing quite a bit better than making a bare living. Some of them—those who have awakened to the fact that they will have to make their own prosperity—are making decent profits."

It is Mr. Cordes' view that advertising of the future, whether addressed to the farmer or to audiences more general in character, is going to have to return to some of its simpler ways. Some advertising men, he believes, have forgotten that the chief concern of management today with advertising focuses on its ability to make merchandise move profitably. In the recent past there has been a pronounced tendency to treat minor or insignificant details as if they were of the greatest importance. Some advertising men have fallen into the error of thinking that advertis-

ing is an end rather than a means toward making sales. The desire to excel in mastery of this or that technique and to be different has outrun the desire to build profits. "Advertising men will help busi-

I'VE DECIDED TO LET FENCE ADD PRODUCTIVE ACRES..AND SOLVE MY FARM PROBLEM.

WILL YOU GIVE ME
YOUR IDEAS AND
COOPERATE WITH ME IN
GETTING UNDER WAY?



I am not asking this as a favor—rather, I'm suggesting it because your ideas and my farm are necessary to each other. "I need the tools and materials you make to convert that soil to acres—and you, in turn, welcome the dollar I have to spend—and the profits are something never before possible. "Fences are better, in fact, than any other kind of fence that I can get. I've decided that you—don't see a red of land I won't get the most out of. "In other words—I'm going to make my own prosperity—and I'll welcome your ideas and suggestions. I see your advertisement—and the next time you see me—let's talk this matter over. Please don't forget."



AMERICAN STEEL & WIRE COMPANY

COLUMBIA STEEL COMPANY

One of the American Steel & Wire Company's
Current Fencing Advertisements

ness most," he says, "if they reinstate advertising's former commercial status. Perhaps, without realizing it, advertising has allowed itself to become too rhapsodic in the sense that it has rambled or become disconnected from its original purposes.

"Our farm advertising this year is doing nothing so tenaciously as to sell our merchandise by reminding the farmer of his need for good wire fences and the hardware dealer of his opportunity to profit. That is what it should do to justify itself. We cannot be satisfied with less."

The company's campaign on fences and fence materials is appearing in a number of the prominent farm papers and in one hardware dealer's magazine.

Stockholders as Consumers

AMERICAN PUBLIC WELFARE TRUST
BARSON PARK, MASS.

Editor of **PRINTERS' INK**:

Please send me a list of articles that have been published in your magazine in regard to sending a letter to stockholders, selling them on the idea of using the company's product.

ALDEN J. TAILBY.

THERE would be more intelligent effort toward educating and selling the stockholder if companies would look upon their lists of shareholders as mailing lists instead of a group of people who have purchased some stock. For some peculiar reason, stockholders are frequently regarded as people unlike any other class. Actually, of course, they are ordinary human beings. There was a time when their incomes were considerably higher than the average; but today the list will include the names of laborers, stenographers and chauffeurs as well as business executives and retired farmers. They don't belong to any one class, but they all have one common interest—they have invested their money in the stock of a certain company.

The names of stockholders comprise a valuable mailing list. It should be considered as such—a mailing list—not as a list of investors. Any advertising material in the form of letters, dividend enclosures, etc., that is sent to them should be prepared and handled in the same manner as any other direct-mail material. The material should emanate from the advertising department and not the treasurer's department, as is so often the case.

A company that would never think of making an appeal to its regular list of prospects without giving definite reasons why they should buy, sends out letters and folders to stockholders begging them to "buy the products of your own company" without describing the merits of the products.

Direct-mail material for stockholders should be addressed, usually, particularly to them. It should be remembered, however, that not many of them are going to buy and

use their company's product unless they need it, want it, can afford it, etc. In other words, the same principles apply in selling to stockholders as in selling to other prospects.

PRINTERS' INK has published many articles on the subject of relations with stockholders. A reference report listing the titles of these articles together with the dates of issues in which they appeared is available by writing for it. A great many other articles on various angles of direct-mail advertising contain helpful information of value to the company that wants to educate its stockholders.—
[Ed. **PRINTERS' INK**.]

George C. Sherman Combines with Reimers & Whitehill

The George C. Sherman Company, Inc., and Reimers & Whitehill, Inc., New York advertising agencies, have consolidated and will be known hereafter as Reimers, Whitehill & Sherman, Inc. George C. Sherman becomes chairman of the board. Carl Reimers remains as president and A. E. Whitehill as vice-president.

Other officers are C. J. Masseck, vice-president and director of creative work, and Richard Webster, vice-president and secretary and director of research. The board of directors, in addition to the above officers, includes Henry J. Wiser. Offices will be maintained at the former headquarters of Reimers & Whitehill.

Swedish Magazines Appoint Koppe

S. S. Koppe & Company, Inc., publishers' representative, New York, has been appointed advertising representative in the United States for the group of eight Swedish weekly magazines published by Ahlen & Akerlunds Forlag, Stockholm. The Koppe organization has also been appointed to represent *Bonniers Manadstidning* and *Bonniers Novell Magazin*, monthly magazines associated with the Ahlen & Akerlunds Forlag publications.

Moser, Cotins & Brown to Work with Rochester Agency

Moser, Cotins & Brown, Inc., New York and Utica, N. Y., and the Johnston Company, Rochester, N. Y., have arranged an association whereby these two agencies will work together in handling accounts in the Central and Western part of New York State. The two agencies will retain their separate identity and ownership.

This Bonus Plan Creates Nest Eggs for Salesmen

Studebaker Master Salesmen's Club Pays Dividends on a Per Car Basis and Builds Up Slack Season Compensation

FOR every car or truck sold between January 1 and September 30, 1932, by a salesman who is a member of the Studebaker Master Salesmen's Club the Studebaker Sales Corporation of America will put aside \$5. On October 31, November 30, and December 31 each salesman who is a member of the club will receive the total amount credited to him in three equal instalments. That is the meat of an unusual bonus plan recently announced by the company.

"This plan," says Roy Faulkner, vice-president of the sales corporation, "was built up with the idea of furnishing returns to live retail salesmen in the slack months of the year, which are October, November and December."

Bonus Comes When Really Needed

The plan has one obvious advantage over most bonus plans worked out for salesmen. Usually such methods pay the salesman an immediate bonus with the result that when business is best for him he gets the most out of it. Then, if the business is seasonal, as his sales begin to drift to lower levels he finds his bonus payments drifting with them. Salesmen being salesmen often do not save against a rainy—or snowy—day with the result that when they really need money to carry them over a trying period they find themselves hard pressed for funds.

The details of the Studebaker plan are simple. Every man employed in the sale of the company's passenger cars or trucks as a regular means of livelihood is eligible for and has been invited to join the club. A credit of \$5 is given to members for each car or truck they sell so long as they report their sales on special cards furnished for this purpose.

Beginning October 31 the accumulated sum will be paid to each

salesman in three equal instalments. This payment is subject to three conditions:

First, the salesman must have sold a minimum of twenty new cars or trucks from the date of his registration in the club to September 30, 1932.

Second, salesmen must have satisfactorily completed such sales course or courses as the sales department specifies during 1932.

Third, salesmen must have been engaged continuously in the sale of the company's products from the date of their registration in the club up to and including the dates on which distribution is made.

It will be seen that in addition to offering the salesmen a nest egg during slack season, the plan also puts a premium on steady service. It is not a plan for salesmen who are floaters.

In commenting on the plan, Mr. Faulkner says: "We felt that every man working for us, whether he was a star salesman or not, should sell at least twenty automobiles to be considered a salesman, and while this would give him only \$100, the average man should sell at least fifty or sixty cars. Therefore, the amount that he would get by the bonus plan, coupled with what he could pick up in the slack months, would carry him through the winter without added burden to the dealer."

Like a Regular Club

In order to keep the club atmosphere salesmen have to sign an application to join the Master Salesmen's Club and are furnished membership cards upon receipt of their application. The company capitalizes its opportunity by sending the salesmen two letters congratulating him on his opportunity and urging him to make the most of it.

We Gave Them Results-- They Gave Us a Record!

Because they found color in the newspaper having the largest evening circulation in America's second largest market profitable, the advertisers listed below placed 126 four-color pages in the American Home Journal, weekly magazine of the Chicago American, in 1931. They got results, the American Home Journal got a record—the greatest number of full newspaper size, four-color pages published in any single daily or Sunday newspaper in the country in 1931.



●

Allied Florists
American Family Flakes
American Specialty Co.
Anheuser-Busch Co.
Atlas Brewing Co.
Blue Ribbon Malt
Borden's Ice Cream
California Prune and Apricot
Growers
Camel Cigarettes
Campbell Soup
Champion Spark Plugs
Cinderella Washing Machine
Climalene
Edgemont Crackers
Franco-American Spaghetti
General Electric Refrigerators
Hills Bros. Coffee
Hydrox Ginger Ale
Hydrox Ice Cream
Kellogg Corn Flakes
Kitchen Klenzer
Kosto
Lionel Trains
Majestic Radio
Maxwell House Coffee
Maytag Washing Machine
Mickelberry Sausage

Miracul Dri-Brite Wax
Nivea Creme
Northern Tissue
Oxydol
Phillips 66 Gasoline
Pops
Sears, Roebuck & Co.
Standard Oil (Iso Vis)
Standard Oil (Red Crown)
Target Tobacco
Three Minute Oats
United Bonded Garages
Voss Washing Machine
Mrs. Wagner's Pies
Thos. J. Webb Coffee

CHICAGO AMERICAN

a good newspaper now in its
ELEVENTH YEAR of circulation
leadership in Chicago's evening field.

National

Representatives:

RODNEY E. BOONE
ORGANIZATION

●

"If General Electric's ad can stop 23% to 112% more per Liberty, I want to give it that adv

Says W. J. DAILY,
Electric Refrigeration Division, General

... *Continues Mr. Daily:* "We had believed for some time that an important part of our selling job was to sell the *men* of the family. But when the investigators of Dr. Gallup of Northwestern University—calling on 15,000 homes all over the country—found by actual *count* that men were as interested in electrical refrigerator advertising as women....

"When Dr. Gallup found that 15% to 85% *more men* paid attention to the average advertising page in Liberty than in other magazines checked....

"And 33% to 154% *more women* paid attention in Liberty....

"Then we felt that General Electric refrigerator advertising should have this advantage without delay.

"On March 3rd, the first General Electric refrigerator advertisement in Liberty for 1932 will appear. It will be followed by nine pages and a back cover in full color.

"Liberty's tremendous circulation—with the added advantage of the extra intense reading it gets—should be one of the most powerful forces ever thrown behind General Electric refrigerator sales."

* * * *

EVERYBODY always knew that Liberty was read with unusual interest.

The fact that Liberty, of all major weeklies, had never had to spend money on subscription effort, proved that. More men and women stop and ask for Liberty, week after week, 52 times a year, than any other magazine published. That's *reader interest!*

Now comes new information showing what that reader interest means to advertisers.

Last July and August, Dr. George Gallup, Professor of Journalism and Advertising at Northwestern University, took his investigators around to 15,000 homes.

For 6 weeks they rang doorbells to find readers of current issues of the 4 big week-

Liberty

Where they took the page by page and advertisement read.

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V... America's
BEST READ Weekly

Dealers and advertisers who are interested in these new facts on *reader interest* in the weekly field are invited to write for a copy of the original Gallup Report. It will be sent without obligation. Merely address Liberty, 420 Lexington Avenue, New York City, N. Y.

42
out of
50

Better Grade Stores USE MOST LINEAGE IN THE

BOSTON EVENING TRANSCRIPT

In the year 1931, 42 out of 50 of the better-grade stores used more lineage in the Boston Evening Transcript than in any other Boston daily newspaper. These stores cater to both men and women, and are in many different lines — apparel, jewelry, groceries, furniture, department stores, shoes, and electric appliances.

The Boston Evening Transcript reaches the right people—in the right places—at the right time of day.

BOSTON EVENING TRANSCRIPT

Highest ratio of **BUYERS** to readers

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles Seattle

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New Products May Mean Scattered Effort

They Involve Expense Which Often Might Better Be Spent on Established Line

By J. H. McShane

President, Jane E. Curran, Inc.

THERE is evident a widespread popularity for bringing out new products. Those that will win consumer acceptance will be the result of careful planning and wisely directed merchandising policy. Others are destined for the unknown either because they have their origin in the thought that mere wandering into new pastures will yield eagerly sought profits, or because manufacturers have unwisely rushed their desire for expanded markets.

For small businesses, particularly, it is important that management make certain that it has safely reached first base before it risks leaving it. We have had a number of propositions submitted to us during the last three years. They either concerned entirely new products or new products which were partially under way. But we have little or no interest in them. We prefer to be guided by a policy of conservatism, to carry on with the products we have and not to dissipate our energies over a wide range.

The Present Situation Breeds Guesswork

The whole economic situation is such that business must, necessarily, contend with too much guesswork. Even those who are in positions of authority and who presumably seem to know something of what it is all about, hazard their prognostications, only to be wrong. Under such circumstances it is much more prudent to put effort behind items of proved salability than to indulge in unnecessary chance taking.

Take a new product, no matter how good it is. You can satisfy yourself that it is packaged right, priced right and seemingly right in every detail of manufacture and merchandising. Put it on the mar-

ket, however, and it is an absolute flop. Another product, with less careful preparation and testing, is marketed and goes over right away. The latter product has qualities which make it a "natural" but the very uncertainties that surround the search for "naturals" have prompted conservatism on our part.

Directors Not in the Mood

If business were normal, we might have been interested in some of the opportunities offered us. If a meeting of the board of directors is called to consider financing a new product, however, and directors, on their way to the meeting, read about a couple of bank failures, the news hardly puts them in a cheerful mood to expand business. They are much more amenable to plans for products in the house which have proved their worth.

I think many businesses, when they get to a point where a product or a number of products are doing reasonably well and are making money, have this thought occur to them: "Well, we are doing so nicely, our next move should be to add an item that will have a natural association with the things we now sell."

They figure that the new product can be absorbed by the same sales organization and identified with the concern's regular advertising by a paragraph announcing the new product. They see virtually no expense involved. But it doesn't always work out so easily. There are many cases where if the situation were analyzed from the standpoint of volume being done and money being made on products in the house, it would be realized that possibilities for larger profits have

been little more than scratched.

In these days when business should be conducted with the least gambling possible, I would rather take the products in the house and put extra pressure behind them than to step out and take on an entirely new proposition with no record of salability. I have never seen a product added to a business without some expense being involved. If funds are available for a gamble, why not apply them to enlarging the sales and strengthening the position of products whose records invite expansion?

This Compliment Is a Challenge

GOULDS PUMPS, INC.
SENECA FALLS, N. Y.

Editor of PRINTERS' INK:

Thank you for your prompt response to my request for information on how leading manufacturers handle the purchase of advertising materials. The information you gave me was exactly what I wanted and further establishes my belief that if there is anything anyone wants in the way of data on advertising or sales promotional methods, PRINTERS' INK is the place to get it.

G. W. CRAMER,
Advertising Manager.

Boston Art Directors Form Club

The Art Directors Club of Boston has been formed, composed of members of advertising agencies, printing houses and manufacturing firms. John H. McCullough, of Doremus & Company, is president; Harry Harding, Jr., of the Barta Press, is vice-president, and Roland Newhall, of Badger and Browning, is secretary-treasurer. The club plans to hold a series of lectures and exhibitions during the year.

P. S. Ellison to Manage Sylvania Advertising

Paul S. Ellison, formerly general advertising manager of the Brunswick Radio Corporation, has been appointed advertising manager of the Sylvania Division of the Hygrade Sylvania Corporation, Emporia, Pa., manufacturer of Sylvania radio tubes. He was at one time with the advertising department of the Vacuum Oil Company, later joining the Brunswick-Balke-Collender Company as advertising manager.

G. W. Williams, Jr., Joins "Liberty"

George W. Williams, Jr., formerly Eastern advertising manager of *True Romances*, New York, has joined *Liberty*, of that city, as a member of its sales staff.

F. H. Fayant Heads Lesan Board

Frank H. Fayant has been elected chairman of the board of directors of the H. E. Lesan Company, advertising agency. He will make his headquarters at the New York office.



©Underwood & Underwood

Frank H. Fayant

Mr. Fayant was one of the founders of Thomas F. Logan, Inc. When this agency was merged with Lord & Thomas in 1926, he continued with Lord & Thomas and Logan, Inc., of which he has been one of the senior vice-presidents.

He entered the advertising field at the close of the World War after several years of service as assistant to the chairman of the Association of Railway Executives. For some years he acted as advertising and publicity counsel to various banking and industrial interests.

A Dollar Down and "Ship Ahoy!"

In the future it may be possible for the aspiring traveler to pay a dollar down and mount the gangplank for a round-the-world cruise or a modest Bermuda hop. At least the first move in that direction has been made with the arrangements completed between the Cunard Steamship Company and the Morris Plan Company of America.

Under this arrangement tourists will be able to sail after making a down payment of twenty-five per cent. Sixty days after sailing they will be required to start payment of the balance in monthly instalments. Character and appropriate references will be the only conditions required of the prospective traveler, no fees being charged for the customary investigation.

Down payment for a round trip to Europe in the tourist class may be as little as \$34, with the balance to be paid at less than \$10 a month.

F. N. Shepherd, Publisher, "American Bankers Journal"

F. N. Shepherd, executive manager of the American Bankers Association, has been made editor and publisher of the *American Bankers Association Journal*, New York. W. R. Kuhns is associate editor, L. E. Lascelle, business manager, and Alden B. Baxter, advertising manager.

Effective with the April issue of this publication the closing date has been changed to the 15th of the month preceding the date of issue.

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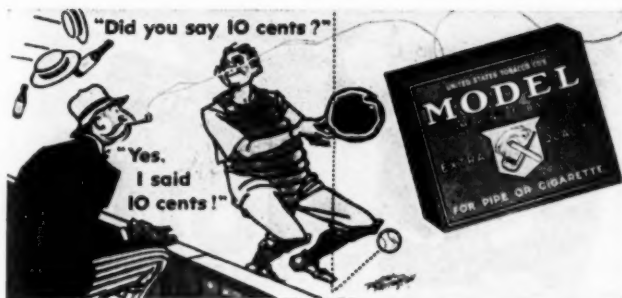
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A Yes Man Makes Good

The Man with the Walrus Moustache in Model Smoking Tobacco Outdoor Campaign Joins Famous Trade Characters

HE hasn't any name. He's a man of few words. But he is rapidly becoming famous and is probably destined to take a place in the advertising hall of fame along with the Smith Brothers, Aunt Jemima, the "Time to Retire" boy and the many other well-known advertising characters.

Perhaps this newcomer will be known as the man with the walrus moustache; or, more likely, he'll be called "that Model tobacco man." If you have traveled much you have seen him. Once seen he isn't to be forgotten. His amusing face and moustache have been the feature of a series of outdoor posters advertising Model smoking tobacco since April last year.

The United States Tobacco Company makes, through a subsidiary, Dill's Best, another smoking tobacco. This brand sells for 15 cents a package containing 1½ ounces. This is a comparatively high price today; too high for a very large part of the pipe smoking public. Several years ago, the company sensed that the price appeal in this field was becoming most important. So it was decided to go after those smokers who didn't want to pay 15 cents. Model was introduced and distribution obtained for it throughout the country, particularly north of the Mason and Dixon line and east of the Mississippi.

Last year the company decided that it was time to advertise Model. Outdoor poster locations were selected in about 700 towns and cities. Locations were chosen carefully in sections where it was thought the most prospects would be reached. Many of the locations were in factory districts.

The company realized that there wasn't a great deal that could be said about Model that hadn't been said many times before for other brands. The two principal appeals were price and quality. Some way must be found to present these old but vital sales points in a striking and different manner. The posters, it was agreed, must be unconventional so that they would stand out from the crowd.

During the preliminary experiments a trade character was born, the man with the walrus moustache, who seemed to possess a number of interesting attributes. The company officials liked his comical appearance so much that he was made the focal point of a whole series of posters. He has become the Model trade character and there are indications that he is winning his way into the hearts of consumers and the trade.

He is a distinctive man in appearance. He is pictured in the posters in all sorts of settings. He talks to motorcycle cops, baseball players, waiters—any one who will



This Is a Business-Paper Advertisement, Similar to the Poster Shown on the Previous Page Except for the Bottom Border

listen. And his audience is eager to hear his words, although they are few and although they are always the same.

"Did you say 10c?" asks the cop, waiter, or baseball player.

"Yes, I said 10c!" the quaint Model character replies.

That is all there has been to the copy so far. The same question and answer repeated on every poster but under different circumstances. Old walrus moustache is a king of yes men. He uses the one affirmative answer to the questions of his new found friends who get a whiff of the smoke from his ever-present pipeful of Model tobacco.

This simple text does two things. It emphasizes price and implies quality.

A picture of a package of the tobacco and the name are the only other things to be seen on the posters. The advertisements contain the simple elements of a good poster. The colors are orange and black which have a high visibility rating. The comic strip idea is designed to appeal to all types of prospects. The trade character is one that is easily remembered.

This year the character will enlarge his vocabulary but every-

thing he says will be preceded by the word "yes." The April advertisement, for example, will show him enjoying the fragrance of a rose and remarking: "Yes, I said fragrant!" Other similar advertisements will feature such words as "cool," "mild," etc. These posters are to be alternated with those bearing the original question and answer text.

Reproductions of the posters are used as business-paper advertisements with the addition of one line of text, in reverse and large letters, at the bottom: "Pipe-Ready—10c—Common Sense."

Miniature posters in colors have been supplied to dealers for store display. It has been difficult to keep these up to date because it has been necessary to change them frequently. Therefore some especially designed black and white cards are now being offered to dealers. These feature the man with the walrus moustache but are different from the regular large posters.

The company is exceptionally pleased with the results of this outdoor campaign. Sales increases have been reported in many territories and much of the credit is given to the popularity of the new Model trade character.

Two Things

That Every
Manufacturer Wants

More Business Today
More Business Tomorrow

Good
Printing
helps both ways

Good printing helps both ways. It is a dependable aid in acquiring more business *today*. In addition, it helps to build up in the public mind a degree of confidence in your company and your product that will mean more business *tomorrow*.

If you would be interested in a good printer's ideas about good printing, we are at your disposal at any time.

Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue New York, N. Y.

TRUE STORY LEADS

ALL MAGAZINES

*in Drug and
Toilet Goods Field*

★ ★ ★ ★

In 1931 True Story carried more pages of drug and toilet goods advertising than any other general magazine. True Story leads the second ranking magazine by 45 pages.

Here is the complete tabulation by pages of drug and toilet goods advertising in the major monthly field:

TRUE STORY	384	pages
Cosmopolitan	339	"
Ladies' Home Journal	331	"
Good Housekeeping	327	"
Woman's Home Companion	288	"
McCall's	248	"
American	245	"
Pictorial Review	238	"
Delineator	221	"

A detailed breakdown of this classification in 1931 shows:

Dentifrice Advertising

True Story leads all major monthlies.

Face Powder Advertising

True Story leads all major magazines.

Perfume Advertising

True Story ranks second among all major magazines.

Drug Products Advertising

True Story ranks second among all major monthlies.

★ ★ ★ ★

This enviable record is built upon the solid foundation of sales—True Story sells merchandise for advertisers in this classification and in every other classification where sales are dependent upon mass purchasing.

Each month 1,800,000 True Story readers walk to the newsstand, quarter in hand, and specifically request a copy of True Story. There you have actual buying power and actual desire for the magazine. Upon these two facts sales through magazine advertising are accomplished.

Ask your secretary to send for our new booklet "An Analysis of the Major Monthly Field by Classifications in 1931". In it you will find the ranking of True Story in all major advertising classifications. Write to 420 Lexington Avenue, New York, for your copy. There is no obligation.



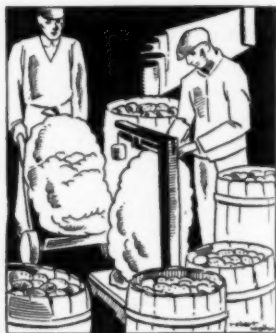
DIVERSITY

The Economic Gyroscope



4. POTATOES—

OF the commercial Irish potatoes grown in Kentucky, 95% are produced in Jefferson County, Louisville's back yard. These potatoes rank, in high quality and excellence for table use, with any that are grown—and because of the advantageous central shipping location of this section and the efficient produce exchange which the growers themselves control, potatoes have proven a very profitable crop for farmers in this community. The estimated value of Kentucky's 1931 Irish potato crop was \$2,970,000.



IN the production of sweet potatoes, Kentucky ranks 10th in the nation, producing in 1931 a crop valued (estimated) at \$1,470,000.

DIVERSITY in Kentuckiana is not confined to agriculture alone, but extends into industry and every other corner of the economic life of this great Middle Western Market.

Agricultural diversity is one of the important stabilizers of business in the greater Louisville Market, Kentuckiana, which includes practically all of Kentucky and a large portion of Southern Indiana. The estimated value of 75 Kentucky crops in 1931 was \$101,461,000—an amount well above the average.

And you can reach this exceptionally rich and prosperous market at one low cost thru—

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc.

Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY



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Fifteen Steps in Designing an Effective Car Card

Getting Illustration and Lettering to Back Up the Copy Message

FIRST—Analyze the product from top to bottom; know what it is made of; where its ingredients come from; how it is made; why it is different from competitive products, etc.



Musterole Plays Up the Name

2—Prepare a list of all the purposes for which it is used, the results its use or application produces, its various points of superiority. Arrange these facts chronologically, or according to the extent to which each fact appeals, or can be expected to appeal, to the people you are trying to reach.

3—Decide which use, service, feature, result or point of excellence you wish to emphasize.

4—Study carefully the point you select as the subject. Visualize that point until you find an *idea* for presenting it graphically, attractively, interestingly and convincingly. Try to base your idea on one of the fundamental appeals.

5—Create a picture that illustrates the idea in a glance. Do not leave too much to the imagination. The more vividly the idea is presented the more people will grasp it.

6—Decide which type of illustration is most suitable for conveying your idea—a photograph, an oil painting, etc. Decide whether the picture

should be idealistic, modernistic or realistic.

7—Decide the shape of the illustration and the amount of space it is to occupy.

8—Construct your layout, and construct it around the illustration. Strive for simplicity. Don't crowd your design; give it plenty of air.

9—See that your package is accurately and prominently displayed. Remember, substitution is still in vogue. If people do not know what your package looks like they cannot identify it with absolute certainty.

10—Devote a generous portion of your car card to the name of your product. Make it stand out.

11—Keep shifting logotype, illustration and package until you have an attractive, balanced layout, with ample room for "headline" and secondary copy.

12—Write your copy. Avoid generalities; stick to facts. Be brief; use words that everybody understands. Don't prepare copy as if it were the stepchild of the illustration. When picture and text work together your idea can't fail to click.



Simplicity of Use Is Stressed Here

13—Determine the colors you need, and how many you need. Be sure there is plenty of contrast be-

Reprinted from "Fame," published by Collier Advertising Service, Inc.

tween illustration, text and background. Be sure you obtain legibility and high visibility. Certain colors have a tendency to blend when they are printed together. Utilize the symbolism of colors if your product permits. Remember, colors have temperature, depth, character and emotional appeal.

14—When you are satisfied with your creation, have it worked into a finished sketch. Buy the best artwork you can afford. People form their opinion of a product from the aesthetic appeal and general appearance of its advertising. Cheap looking artwork is costly in the end.

15—Before making plates or placing the lithographing order, check your design against these questions:

Does it attract favorable attention to the product?

Does it arouse and hold the reader's interest?

Is the message rational, truthful and convincing?

Is it human, dramatic?

Does it appeal to the instincts and emotions?

Does it appeal to the type or class of buyers the product has been created for?

Does it appeal to the sense that the product appeals to most strongly?

Does it transmit to the fastest reader a definite impression of the product?

And last, but not least, will the design as a whole actuate the reader to buy the product?

Durkee Appoints Pacific Coast Agency

Durkee Famous Foods, Inc., Berkeley, Calif., a division of the Glidden Company, has appointed the Leon Livingston Advertising Agency, San Francisco; to direct its advertising in its Western territory.

A new product, Durkee's mayonnaise, will be introduced in the Western territory, which includes California, Oregon, Washington, Arizona, Idaho, Nevada and Montana.

The Marlin Mineral Water Company, Marlin, Texas, has appointed the Rogers-Gano Advertising Agency, Inc., Houston, to direct the advertising of its Marlin Mineral Crystals and Marlin Mineral Water. Newspaper, business paper and radio advertising are being used.

J & J Get Distribution for New Product

Introductory plans which have been under way for several weeks, have been successful in getting wide-spread distribution for Drybak Band-aid, a new product of Johnson & Johnson, New Brunswick, N. J. The product is a ready-to-use adhesive bandage with waterproof backing.

It was first announced to the trade in business-paper advertising, which carried a coupon offering three full-size tins free, along with a counter display card. This offer was made in January. An introductory offer of one dozen free for every dozen bought was the second step featured in trade-paper and direct-mail advertising. A large sale of the product has been created.

Drybak Band-aid has been featured to consumers in the regular magazine schedule of Johnson & Johnson's Red Cross Division. The product is establishing itself as a specialty rather than a staple. Whereas staples, for the most part, are only purchased when the need for them arises, the obvious uses of the new specialty are being featured so as to get immediate demand as well as consumer acceptance.

I. C. Copley Sells California Papers

Colonel I. C. Copley has sold the Long Beach, Calif., Sun to the Press-Telegram Publishing Company, of that city, and has sold the Pasadena, Calif., Post, which he also owned, to the Star-News Publishing Company, Pasadena. The Pasadena Post and the Long Beach Sun, which have been published as afternoon papers, will become morning publications.

Death of G. E. Webb

Colonel Garland E. Webb, seventy-eight, publisher of the *Southern Tobacco Journal*, Manning, S. C., and secretary of the Winston-Salem, N. C., Tobacco Board of Trade, died at Charlotte, N. C., on February 25. He had been actively interested in the tobacco industry and journalism for many years. He was at one time mayor of Winston-Salem.

Philadelphia Agencies Consolidate

The John L. Butler Company, Philadelphia, and the S. D. Hofheimer Advertising Agency, of that city, have been consolidated. The business will be continued under the name of the Butler agency.

B. W. Matthews with Procter & Collier

B. Whitney Matthews, until recently an executive with Hanff-Metzger, Inc., New York, has joined The Procter & Collier Company, Cincinnati advertising agency, as vice-president.

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New Package Design Answers Old Query, "What's in a Name?"

Pine Bros. Is Using the Little Pine Trees in Many Ways

By Sidney W. Edlund

President, Pine Bros., Inc.

PINE BROS. Glycerine Tablets have been familiar to the public for sixty years. Like many another old-timer, the package had changed its appearance little with the passing years. Some months ago, it was concluded that the existing package belonged to another generation and did not sufficiently capitalize a valuable name.

It developed we had what would be called in radio parlance a "natural." The discovery was made when we redesigned the old package. It lacked distinction. We knew that it could be brightened up so that a filled display carton would be entitled to a place on the retailer's counter along with the more modern but not more worthy items.

The result was a package with a pine tree border. Other than this, and a Cellophane wrapping, the package was almost exactly as it had been. The size and colors remained the same—black for licorice flavor, red for honey, brown for vanilla, etc. Text on the boxes was changed only slightly.

Next we had a colorful twelve-count display carton designed to replace the rather dull single-colored carton which had served for so many years. Of course, the pine tree border was used.

It seemed evident that the new packaging had greater pulling power than the old. But we wished to measure this new power. Accordingly, we made arrangements to run tests in a number of drug stores in four cities. Since our

product is variously sold at candy, drug and medicine departments, our representative made arrangements to place a new carton on one counter and an old carton on a counter in another department, both prominently displayed. At the end of each half week, the positions were reversed. These tests were carried on for two weeks.

The total sales of each style of packaging were then tallied. As we had hoped, the new style sold better in every store. The smallest gain was 75 per cent, the greatest 400 per cent and the average 240 per cent.

In these tests only the larger departmentalized stores were used in order to reduce the likelihood of the prospects' seeing both styles of packaging. The stores were quite willing to co-operate though it was necessary for our representative to keep in close touch to see that the display cartons always had merchandise in them.

The new package has been out



The Little Pine Trees on the Border of the New Package (Right) Are Being Used on Most of the Pine Bros. Printed Matter

now for six months. When we closed our books for 1931 the results were materially better than for 1930. We had to contend not only with the depression, but also with the unusually good weather, which reduces our sales considerably. Moreover, an important new competitor entered our field last year and has been getting an appreciable amount of the business. That our record for 1931 improved in the face of these conditions, we attributed more to better merchandising at the point of sale than to any other factor.

It is possible, of course, that some other design would have been just as effective as the pine trees, but we doubt it. This particular design was a logical tie-up with our company name. We are so convinced of the advertising value of these pine trees that we are using them in many other ways. They are to be seen in our advertising, on our shipping containers, on our stationery, in our house magazine, our business cards, in fact on almost every piece of printed matter that bears our name.

It is our desire that these little pine trees become so associated with Pine Bros. Glycerine Tablets that the public and the trade will think of our product every time they see them. Already there are plenty of indications that these pine trees are thriving and yielding results.

Financial Advertisers Appoint E. A. Hintz

E. A. Hintz, Peoples Trust & Savings Bank, Chicago, has been appointed general chairman of the Chicago committee in charge of arrangements for the annual convention of the Financial Advertisers Association, to be held at that city in September.

New Accounts to Watson Agency

The Speedhand Systems Company, Chicago, has appointed the Watson Advertising Agency, of that city, to handle its advertising. This agency also has obtained the account of The Candler System Company.

Acquires "American Artisan"

Engineering Publications, Inc., Chicago, has purchased the *American Artisan* from the Porter-Spofford-Langtry Corporation.

How Long an Advertisement Will Pull

LAVIN & COMPANY, INC.
Advertising
BOSTON, MASS.

Editor of PRINTERS' INK:

We are wondering if you might have any information on file regarding the "life" of the average magazine advertisement. What we are particularly anxious to know is this: on an advertisement containing a coupon or a paragraph soliciting replies—how many returns are received during the first month after publication and how many during the second month.

EDWARD D. PARENT.

THAT monthly magazines will bring traceable returns for at least seven months and weeklies for at least seven weeks was the finding of Dr. Daniel Starch in "An Analysis of 5,000,000 Inquiries." Cleanliness Institute, in an analysis of 300,000 inquiries, found that with minor exceptions Dr. Starch's figures applied to its own experience.

Of course, there are occasional instances of an advertisement pulling returns two or three years after insertion but these are freak cases.

In analyzing return figures further, Dr. Starch found that 46.5 per cent of returns on an advertisement in a monthly magazine come during the first month, 20 per cent during the second month and 10 per cent during the third month. Weekly magazines pull 51.9 per cent of returns in the first week, 20 per cent during the second week and 10 per cent during the third week.

An analysis made of a much smaller number of returns about ten years ago produced the following figures: daily newspapers, 80 per cent of returns in six days; farm weeklies, 80 per cent in two weeks; national weeklies 80 per cent in four weeks; national monthlies 80 per cent in eight weeks.—[Ed. PRINTERS' INK.]

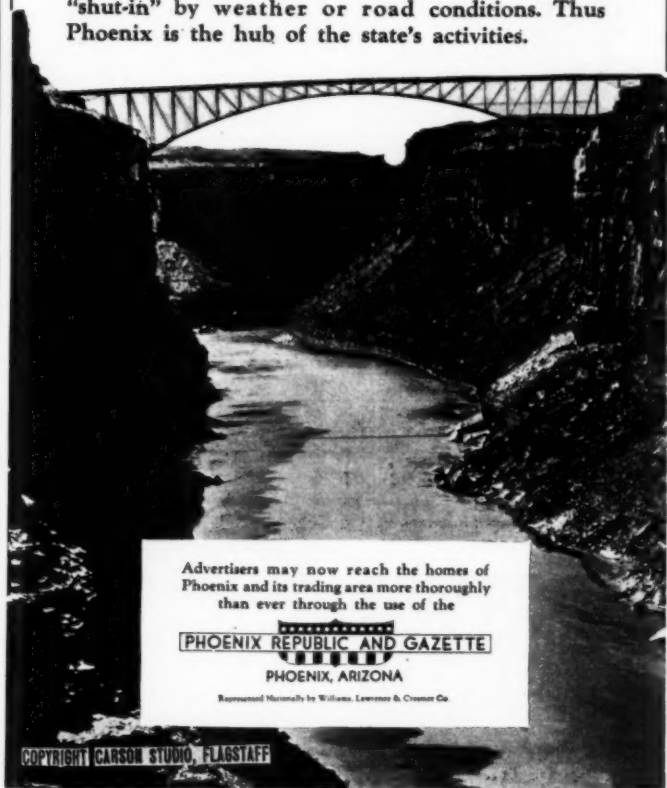
Appoints Boston Agency

The Radio Television Industries Corporation, Reading, Mass., has appointed Frank H. Jones, Boston, to direct its advertising account. Magazines will be used.

A SENTINEL TO PROGRESS!

Six hundred miles from any other bridge the Grand Canyon span, 837 feet long, forms an important link in Arizona's network of state highways!

Three thousand and two miles of roadways in Maricopa county radiate from Phoenix, which enjoys a steady 12-months trading season, for every farmer lives within a half-mile of pavement and is never "shut-in" by weather or road conditions. Thus Phoenix is the hub of the state's activities.



Advertisers may now reach the homes of Phoenix and its trading area more thoroughly than ever through the use of the

PHOENIX REPUBLIC AND GAZETTE

PHOENIX, ARIZONA

Represented Nationally by Williams, Lawrence & Crockett Co.

COPYRIGHT CARSON STUDIO, FLAGSTAFF

Advertising Agency—1932

Day-by-Day Highlights

In a Service That Cannot Be Standardized



AND HE WAS—but only for a few weeks. His real job was with BBDO as a writer on the Fuller Brush account. He and a group of our men took jobs as Fuller salesmen, went through the course of training, spent several weeks selling door-to-door. This work has helped us many times in preparing the Fuller advertising.

They sold gasoline from a palace of ice . . .



LAKE PLACID, N. Y. The Standard

Oil Company of New York has a station right across the road from the Olympic Stadium. They wanted to dress it up for the Winter Olympic Games. In BBDO we have several men whose hands itch to get at such a job. Up they went to Lake Placid with a new material that looks like ice or crystal; transformed the Socony Station from a brick building into an ice palace. The large Socony sign you see in the picture in the preceding column, was made of the crystal-like material, lighted with scarlet floodlights; while the palace itself glittered under the glare of powerful white floodlights.

Local Girl Makes Good . . .



WASHINGTON, D. C. When Kate Smith arrived in Washington, her home town, recently, she was greeted at the station by a brass band and a crowd of 800 admirers. But that's mild compared with the greeting Kate and La Palina cigars receive four

Mar. 3

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nights a week on the air. Recently Kate offered to send her picture to anyone who sent in a La Palina Cigar band. Two days later the Columbia Broadcasting System called up and said: "Don't send a boy for Kate Smith's mail today. Send a truck." Up to this writing, 107 Kate Smith-La Palina Clubs have been formed; at least ten members are in each club; purpose of club is to listen to Kate Smith's broadcasts, smoke La Palina cigars and enjoy life. Each club receives a charter and each member receives the official K.S.L.P. Club button.

We plan, write, rehearse, direct the Kate Smith-La Palina program and merchandise it. (if you know what we mean).

"We're all a little deaf to new ideas"



IF YOU THUMBED the national weeklies in mid-February you saw the illustration and headline above. Said the first sentence: "The Big New Idea in automatic refrigerators today is

Electrolux," and the copy lost no time in telling you why.

We placed the first advertisement ever published for Electrolux. Each year the advertising, based upon ever-changing conditions in this highly competitive field, has played a part in the success of Electrolux. An Electrolux advertisement received the Harvard Award last year for the best individual use of headline.

1931 Electrolux sales were 40% ahead of 1930 for the entire country; more than 100% ahead in New York City.

Trials of Pocket Ben

(continued)



WE TOLD YOU in a previous item here how the Pocket Ben watch survived a dive into the Hudson from the new George Washington Bridge; how it endured 30 minutes of vibration, strapped to a riveting gun. Now come new trials: We gave Pocket Ben a whirl on an Autogiro's spinning blade. Then we embedded it in a bowling ball, had a world champion bowler hurl it into the pins 63 times. In both instances, Pocket Ben ticked serenely on—as you will read in current advertising.

BATTEN, BARTON, DURSTINE & OSBORN

• INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

Displays, Based on Arguments Against Predatory Price-Cutting, Tell Story with Gloves Off

The campaign was inaugurated last fall in Los Angeles where competition from pine-board stores was making a difficult situation for independent druggists. On September 3, 1931, the company announced



**In This Drug Store
You Get What You Ask For**

"To sour customers permanently on the substitution evil and, thereby, educate them away from cut-

rate stores that live by such practices;

"To get for the dealer a substantial increase in the retail price of his product;

"Finally, to get a resale price on the company's product that will enable the dealer to make a living profit."

The newspaper advertising was made up of direct messages that minced no words. People were told baldly that they lose money in price-bait stores, that they are suckers for the price-baiter, and other messages to the same effect.

According to an official of the company, "largely as a result of this campaign, retail prices on all products such as ours were advanced 25 to 30 per cent in the Los Angeles territory during December, putting an end to the cut-throat price-cutting that had been going on for more than a year previously. There was a remarkable friendly reaction toward our company on the part of the trade, a reaction that arose out of the campaign."

This campaign is one significant phase of a definite movement in the drug industry to protect, so far as is legally possible, the independent, non-price-cutting outlet.

A Five-Minute Cheer

The situation came to a head at the convention last fall of the National Association of Retail Druggists. At this convention W. Bruce Philip, who had made an exhaustive study of price-cutting on advertised brands, put the proposition squarely up to manufacturers and suggested a platform which would enable them to protect the independent retailer. Mr. Philip was cheered for more than five minutes by several thousand druggists and their enthusiasm was a pretty definite indication that if something is not done they are going to demand action. Since then Mr. Philip has become an official of the association.

Recently in New York City a meeting was held which was attended by a number of executives of large national advertisers dis-

tributing through drug channels. At this meeting many phases of the present price situation were thrashed out and although nothing definite came out of the meeting it served its purpose in stiffening manufacturers' resistance to disturbing conditions.

National Carbon Appoints Warren and MacMullan

H. M. Warren, who had been assisting Paul B. West, manager of the advertising and sales promotion division of the National Carbon Company, New York, has been appointed advertising manager of that company. H. A. MacMullan, who had been assisting Mr. West in sales promotion work, has been made sales promotion manager.

Mr. West, as was previously reported, resigned from National Carbon to become managing director of the Association of National Advertisers, Inc.

Death of W. H. Hoover

William H. Hoover, founder and chairman of the board of the Hoover Company, Chicago, Hoover suction cleaners, died last week at North Canton, Ohio, at the age of eighty-two. Mr. Hoover formed the Hoover Suction Sweeper Company in 1907 and headed that company until 1922 when it became the Hoover Company.

He was succeeded as president by his son, Herbert W. Hoover, who now heads the company. Two other sons survive, Frank G. and Daniel P. Hoover, both vice-presidents of the Hoover Company.

F. J. Kaus Joins Pedlar Agency

Francis J. Kaus, formerly vice-president of Critchfield & Company, Chicago, and, before that, vice-president of the Federal Advertising Agency, Inc., New York, has been elected vice-president and a director of the Louis C. Pedlar Corporation, New York advertising agency.

K. E. Kilby to Leave Coleman Lamps

Karl E. Kilby has resigned as advertising manager of the Coleman Lamp & Stove Company, Wichita, Kans. Shortly after the World War he joined the Coleman company, organizing and taking charge of the present advertising department.

Dairy Account to Campbell-Ewald

The Detroit Creamery, the Arctic Dairy Products, and affiliated companies throughout Michigan, have appointed the Campbell-Ewald Company to direct their advertising accounts. Newspaper, radio and outdoor advertising are being used.

YOU ARE GOING TO READ



VALUES will coax consumers' dollars from their hiding. Values will send merchants into the markets again. Values will start factory wheels turning, and relieve unemployment.

From motors to knick-knacks, values are greater and costs are lower than memory recalls.

Inventory losses have been written off; pessimism has run its course. Courageous advertising and strong sales programs will convince America that the turn has been reached.

Your daily newspaper will play an important role in this general recovery of business. It reaches so many people, in so intimate a way.

In it merchant or maker may link his own news of values with the vital news of the day.

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REAL LOT ABOUT VALUES IN 1932

With it manufacturer may plan his sales attack, market by market, watching cost and result as he goes.

Because of it sales plans may be changed over night as weather, fashion or local conditions dictate.

By its use retailers may be won over to aggressive selling of your product.

Forceful newspaper advertising of real values or service can sway America from hoarding to spending, from fear to confidence:

The Philadelphia Bulletin's own sales program in 1932 calls for continuous advertising of the Philadelphia Market . . . of The Bulletin's eighty-nine per cent. coverage of Philadelphia homes.

—of its 558,184 net paid daily circulation at sixty-five cents an agate line—the greatest coverage at the lowest cost of any great market, today.

THE EVENING BULLETIN

ROBERT McLEAN, *President*

WILLIAM L. McLEAN, Jr., *Vice President & Treasurer*

PHILADELPHIA

© 1932, Bulletin Co.

New York Office . . . 247 Park Ave.
Chicago Office, 333 N. Michigan Ave.

Detroit Office, 321 Lafayette Boulevard
San Francisco Office . . . 5 Third Street

Beats Declining Commodity Market by Boosting Price

Fabrics Manufacturing House, by Bold and Radical Step, Pulls Itself Up from Profitless Level and Preserves Quality

As Told to Bernard A. Grimes

By H. H. Schell

Vice-President and General Manager, Sidney Blumenthal & Co., Inc.

A MANUFACTURER can operate on a down-going market just so long, and then he will come to a parting of the ways. Two avenues will be open to him—he can further reduce prices to get business, or he can step out from the crowd and refuse to knuckle down to price-cutting. He can go further yet; he can increase his price. That is what we did.

We raised the price on a full line of our fabrics. Up to the time of change in price, volume had been going along at a satisfactory pace and we were receiving a fair share of the business. The situation as to price was not favorable. Competition had forced the prices down to a profitless level in spite of the evident demand from the trade. Needless to say, therefore, our advance took the trade by its ears.

Previous to our increase, we had been under constant pressure to reduce the quality of our fabrics so that lower costs would reflect themselves in lower price levels. This insistence brought us to the crossroads. Our reputation has been built on quality. When I use the term "quality," I do not necessarily mean high-price merchandise. Quality is relative and it is an important factor in every line, regardless of price.

One Road That Was Avoided

One of the roads open to us led to lower prices. It meant the abandonment of quality standards and the sacrifice of a reputation which it had taken years to build. We turned our back on that road. Our future markets were at stake and we hesitated not at all in declining to risk our prestige through pressure or a desire to take the

easiest way out of a temporary market situation. Lower standards would act only as a boomerang.

Consumer purchasing power ranges itself into several groups. There are the very rich, the rich, the middle class and the class which has very limited buying power. Shrinkage in income drives each of the upper groups into a lower group but this driving is forced. It goes against the grain of each consumer who constantly strives to trade up and not down. If he must step down, the step is taken grudgingly. The manufacturer who follows him cannot step back so easily.

You Get What You Pay For

There already is plenty of evidence to convince close observers that the public is tired of cheap merchandise and that people have learned that, at any time, they get only what they pay for, allowing, of course, for such modification which comes from sensible cost adjustment. But drastic price reductions are ceasing to fool the public which is anxious to pay a fair price for dependable merchandise.

Convinced that we soundly estimated the trend of the public mind, we determined to make no departure from our policy to "give better quality than the customer asks." We set a standard below which we would not go. We studied our costs and we arrived at a price that would enable us to maintain quality and sell our merchandise at a fair profit.

Immediately following our study of the situation, our price increase went into effect. This was a radical departure which took the trade by surprise. We announced that

we were opposed to the trend toward inferior fabrics, that there was and always will be a market for better merchandise, that we catered to that market.

A down-going market robs those who operate in it of confidence. Buyers are without faith. They are afraid to go ahead for fear that a purchase made last week will have to be written down this week. Depreciating inventories had become a bugaboo. Our increase in price was an assurance, as we meant it to be, that the trade could buy without fear of inventory mark-downs. We drilled into the minds of our trade the fact that we could not maintain quality on the prices we were getting and we must get better prices. It was generally recognized that by this strong policy we were helping the trade as much, if not more, than we were helping ourselves.

A Gesture That Inspired Confidence

Our move was a gesture of strength and it made for confidence all around. We jumped out of the crowd and the jump made a contrast which called for explanation. If we raised our price, the increase had to have a backstop of reason. The answer to any question put to us brought out the explanation that business is never conducted on a something-for-nothing basis. If we asked for more, we had to give more. Conversely, those who asked less, gave less.

Competition was put on the defensive. Unless it could justify itself on the same grounds as we did, it had to confess that while its price was lower than ours, the price covered inferior merchandise. Trade authorities state that our action helped to establish a firm position in the trade. The step was taken at a time when the market was soft and soggy and we may or may not have contributed the necessary incentive which restored confidence.

We do know that our customers wrote to us and congratulated us, that they not only dropped their hesitancy to buy, but increased

their orders. The plan would never have succeeded if we had not been backed up with right on our side. A price increase when decreases are the order of the day challenges the attention of your customers. They are going to look over your goods more carefully. If these goods do not warrant the price you set upon them, you let yourself in for trouble; your stock doesn't move. The result is an eventual lowering of price. That reduction will probably have to be lower than that which prevailed when you first grappled with the situation.

Price, in every instance, must be attractive enough to get volume. But the bid for this volume business must never sacrifice quality for any other consideration. Many businesses today need to distinguish quality from high price merchandise. There is quality throughout every price range. That quality will always justify a fair price.

In short, if the article is made right, things will be right elsewhere in the business, including acceptance of a fair price for the right product. Repeat business never has been built on unsatisfactory merchandise, no matter how cheaply priced it may be.

W. E. Betts with Willys-Overland

William E. Betts, for the last ten years with the Studebaker Corporation of America, South Bend, Ind., as manager of sales promotion and advertising, and, later, as manager of the Cleveland branch and regional manager at Los Angeles, has been appointed sales promotion manager of Willys-Overland, Inc., Toledo.

Advanced by Du Pont Cellophane

Warren J. Harte, formerly assistant Eastern sales manager of The Du Pont Cellophane Company, Inc., has been made central sales manager. V. C. Clark, formerly senior representative at Philadelphia, succeeds Mr. Harte as assistant Eastern sales manager, with headquarters at New York.

Appoints Butler Agency

The Henry Tetlow Company, Philadelphia, manufacturer of toilet preparations, has appointed the John L. Butler Company, advertising agency of that city, to direct its advertising account.

You Can't Estimate How Much Is Spent for Advertising

THE PORTER CORPORATION
Advertising
BOSTON, MASS.

Editor of PRINTERS' INK:

Each year Homer Buckley, co-operating with the Direct Mail Advertising Association, estimates the volume of direct-mail advertising used during the preceding year. His estimate for the year ending June 30, 1931, is that \$408,000,000 was spent for direct-mail advertising.

Will you be so kind as to give us your approximate estimate of the total amount of money spent—either in that period or during the year 1931—on all types of advertising itemizing if possible?

R. F. STRAUSS,
Space Buyer.

FIGURES ranging from \$1,000,000,000 to more than \$2,000,000,000 are frequently quoted as the amount spent annually in the United States for advertising. PRINTERS' INK is frequently asked how much is spent for advertising and our answer invariably is that it is impossible to make even a reasonable estimate.

For instance, Mr. Buckley estimates an annual expenditure of \$408,000,000 for direct mail. On the other hand, Frank Presbrey in his book, "The History and Development of Advertising," gave \$1,000,000,000 as his estimate of direct-mail expenditure. Even if we are to admit that less was spent for direct mail in 1931 than during the boom period when Mr. Presbrey wrote his book, the two figures are too far apart for any satisfactory reconciliation.

The Difficulty of Definition

No two men's definitions of advertising will quite agree. Some will rule out forms of advertising that others will consider quite legitimate. Statisticians who attempt to take appropriation figures as the basis for estimate quickly find that no two companies work out their appropriations on the same basis. Certain companies include in their appropriations so-called advertising allowances to chain stores. Often not a nickel of this money is actually spent for advertising,

the allowance being a genteel bribe offered the chain for pushing the merchandise. Therefore, all things considered, it is impossible to make any estimate of annual expenditures for advertising.—[Ed. PRINTERS' INK.]

Make Art Newsy

Guy Gaylor Clark, art director of Street & Finney, Inc., spoke recently at the Art Centre, New York, on the general subject of advertising design and the specific theme of making advertising art newsy. Using as his text a news item which told about a dog stepping on a gun that was lying on the ground and thus shooting a man, Mr. Clark developed the idea of the delayed beat in design as a method of creating news value in advertising illustration.

John Vassos, who spoke on the same program, explained his theory of the application of sub-conscious reactions to modern art. Mr. Vassos mentioned, for example, that most people have a distinct aversion to being in the spotlight. This phobia, he said, is now being put to commercial use in redesigning the fronts of the Nedick orange juice stands. As these stands are now designed, the glare of the electric lights places the drinker in the spotlight. The new arrangement will throw the light on the attendant and on the store itself.

"Apparel Manufacturer," New Publication

Apparel Manufacturer, devoted to the interests of the shirt, underwear, pajama and work clothes industry, made its appearance with a February issue. It is published by the Atlas Publishing Company, Inc., New York.

Start New Radio Service

William J. Bailey, formerly with radio station, WPEN, Philadelphia, and William J. Conway, entertainment agency, have organized a radio advertising service, with offices in the Lewis Tower, Philadelphia.

Appoints Rosenberg Agency

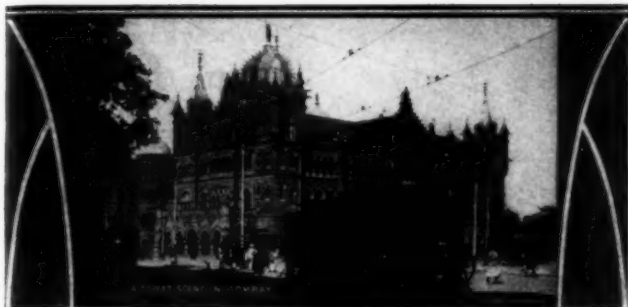
X-Otic, Inc., New York, has appointed the Arthur Rosenberg Company, Inc., of that city, to direct its advertising account.

Milk Group Appoints Battelle

Philip W. Battelle has been appointed executive secretary of the California Milk Dealers Association, Los Angeles.

With Earnshaw-Young

Thayer Ridgway has joined Earnshaw-Young, Inc., Los Angeles advertising agency, as an account executive.



Dadajee Dhackjee & Co., Bombay

Sole Importers of Daimler-Benz Aktiengesellschaft

Manufacturers of Mercedes-Benz Motor-Cars

TERMS:—“Without Engagement both as regards Prices and Deliveries.”

Telephone No. 1888
Telegraphic Address: “Dadajee” Bombay

Cable Street

A. B. C. 5th Edition
Senders' Complete Plates
and Private.

The American Exporter,
370, Seventh Avenue,
New York City, U. S. A.

Bombay, 22nd January 1933.

Shree Krishnaswami Nivas

Ref:— 8/333

Dear Sirs,

In the construction of our new business premises, which we have undertaken, we have included the laying out of our motor car lift for taking the cars to the fourth floor.

We shall therefore thank you to write to the important American Lift Manufacturers requesting them to send us their catalogues and detailed specifications with prices and maximum discounts.

For their information we may state here that we require the platform of the lift to be of 8'6" x 19'6". We would like them to draw a sketch to show the size of the lift well that they may require to obtain this net size of the lift. We would also like them to bear in mind the point of economy as we want to see that the maintenance of the lift is kept down to the lowest possible minimum.

Thanking you for your assistance in this matter,

Yours faithfully,

Dadajee Dhackjee & Co.

JM:YOS:

“BUSINESS AS USUAL”

This letter from a well known Indian automobile importer handling Hupmobile, Brockway, Mercedes Benz, etc., is typical of the contrast between newspaper headlines and business progress.

Our Readers are Your Buyers Abroad

AMERICAN EXPORTER

World's Largest Export Journal . . . 54th Year
370 Seventh Ave. New York

Successful Farming LEADS is its farm READERS

The FIRST MAGAZINE IN FARM FIELD IS SUCCESSFUL FARMING

LEADS ALL FARM MAGAZINES IN PAGES OF
ADVERTISING FOR FIRST QUARTER OF 1932

1st **SUCCESSFUL FARMING**

2nd **COUNTRY GENTLEMAN**

3rd **COUNTRY HOME**

4th **FARM JOURNAL**

5th **CAPPER'S FARMER**

"Farming
is
Regional"



HAVE you stopped to think? Farm women have been in the business of farming since childhood days. Before the days of a farm woman, she must be judged wisely, moderately, and in improving the home. Farm women began reading *Successful Farming* for inspiration and girls' pages. Today their work in school. Readers of *Successful Farming* can only belong to the years understood farm Success always known it. Your readership behind it a leadership in the readership.

S U C C E S S F A R M I N G

THE MAGAZINE OF FARM SINCE
MEREDITH PUBLISHING

Des



THERE'S a definite season for catching business equipment prospects, too. That's when they're in the mood to talk business. All your attractive sales-bait won't bring them in, when they're not thinking of business.

Business equipment advertising must take this into account. It must realize that in magazines the business man reads for rest and relaxation, its message is an intruder. But in magazines—like *Management Methods*—whose readers are looking for the latest in business methods and equipment, this advertising is a welcome contributor of ideas.

Management Methods does more than deliver your sales story at the opportune moment. It takes it to the right people. Every reader is in one of the larger companies that do 86% of America's business, employing an office force of ten or more persons.* Every reader is *second-in-command* in his company—the man who decides on the materials, equipment, and services for internal operations.

And, most important, every reader is ready and willing to listen to your story. He is in the *business-buying* mood.

*Average 29.3 office workers.

Management Methods

(formerly System)

MCGRAW-HILL BUILDING, NEW YORK

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Copy Writing by Attrition

Applying the Fiction Poultice to Nerves Frazzled by Poor Attempts at Advertising Writing

By S. K. Wilson

Of the Newell-Emmett Company

"CHIEF, I gotta ask you somepn."

"Huh, who's there?"

Theophilus Cockshur, head of the Copy Staff of the Forward Advertising Agency, retrieved his feet from a position on the desk that was certainly not the last word in grace, however ultimate in comfort. Round the edge of the door loomed the somewhat hit-or-miss face—eyes articulate enough, but the other features suggesting that the whole outfit had been rather hastily assembled—of Marty Sims, the cub. "Oh, it's you, eh? Come in," grunted the chief—and replaced his dogs on the top of their kennel.

Marty sidled toward a chair.

"Not that one, man—unless you can see through a pair of number twelves. I can't, anyhow. Over there. Stop wriggling and shoot!"

The cub flopped into the indicated chair, performed a badly distributed blush.

"Mr. Cockshur, I wanta get your slant on somepn."

"Anything, my boy, anything, that is—er—up to, say, *five*—"

"Honest, it's nothing like that. But—but—what kinda work am I doing here, Mr. Cockshur?"

"Umm—straight answer requested?"

"Yeah—yessir."

"Well, you've got the makings of good copy in you somewhere. Probably under any kind of a decent chief—"

"Aw, say!"

"No, I mean that. Frankly, you've not struck oil yet, though since you're still here it must be plain enough that I haven't given up hope. And it's quite true that I blame myself."

"Why? Fellow that can't write just can't write, thassall."

"But you *can*."

"Huh? Didn't you say—"

"I said not *copy* yet—at least, not live copy. You haven't quite

got the Ezekiel knack, if I may call it that—remember, the old prophet stirring things up in the Valley of Dry Bones? But those college paper things you showed me when I took you on—"

"Now you're laughing at me."

"Likell I am. Those things were alive."

"And my copy isn't?"

"Not in the same way. Your stuff moves around, all right—but seems to lack any spring in the legs, to speak hundred-yards-dashingly. Fire! Gusto! Snap! And I'm hanged if I can lay my finger on the reason why."

"I'm sorry—and I work over the stuff at home, too, 'most every night. But those college stories you liked were about *people*!"

"My God, and advertisements aren't, eh?"

"Well, not the same way, are they?"

The Chief lighted a battered stogie with ruminative deliberation.

"I think, young man," he said at length, "you've given me the answer. Tell me this: Would you enjoy trying some more of those stories of people, as you call 'em?"

"Yeah—sure—yessir. If I had time, and if I could lick this copy thing."

The Disease and the Cure

"That's all I needed to know. I have the whole trouble doped out now and I was a precious ass not to have seen the light sooner. You yourself just gave me the key, if you won't blackmark me for that mixed metaphor. Now I'll tell you what your disease is and then I'll give you the cure. What's more, it's going to be a cure you'll lap up like 'lasses."

"Listen now, your trouble, and your only trouble, is—you think that there's writing and that there's copy writing, and you look on them as

two different things. You tuck 'em in separate cubby-holes. When you wrote your stories you were writing consciously about people; when you tackle advertisements you forget there are any people in the world—or, at any rate, don't get next to them in any face-to-face way."

"But—"

"Now don't say that advertisements deal with carpets and cosmetics and motor cars. People use those things, don't they? And it isn't wire-haired terriers that read the ads, is it? Even if you aren't telling a story in your advertisement—and *that* has been done quite successfully; and even if there are no actual people talking and walking through your copy, people are there, none the less. And it's in the measure in which you feel them there, imagine them there when you don't actually collar 'em from your outside observation and put 'em there, that you'll write live ads—approximate the reality and the convincingness you got into the stories with which alone you've hitherto supposed people were concerned."

"You're right, I guess, Mr. Cockshur. And I'm not so dumb as not to have kinda dimly sensed something of what you've put so clearly. I *have* tried to get people in some of the ads and get 'em to talking right—"

"Of course. I know. But there again you compartmentized. On the one hand, dialog or fictional copy writing; on the other hand, just copy writing. But what you haven't done is to get the feel of people in *every* ad you write, even when there's no human within miles of it; and because of your failure to rationalize advertisements that way, even your dialog was wooden and cold."

Mr. Copy Chief Offers a Cure

"Sounds all right, but how'll I go about—"

"I'm coming to that, mister. Told you I had the cure, didn't I? You've got to quit writing advertisements all day and all night and open up, in the evenings you've been

devoting to copy, on some more of those 'people' stories you'd like to get back into doing!"

"That'd be great! But wouldn't my copy suffer by mixing the two kinds of writing?"

"By all the high-class saints," roared the chief, dropping his feet with a thud and hurling the butt of his stogie toward the door just in time to nick the ear of an entering office boy, "did I hire you as a hopeless nitwit? What do you think I've been talking about all this time?—Get outa here, Jimmy, so I can murder this copy writer without a witness."

Marty drew on a close-fitting smile.

"Yeah, that *was* a boner. Sure, I see. Just what you've been saying: They aren't two kinds of writing; only one. Maybe that is what's been wrong with my copy. But why should I go back to writing stories now I got the *idea*? Why not just try the other kind of writing in my copy?"

"The other kind! As I live, there you go again!"

"Well, then, move the live writing over into my copy assignments."

Pleasure for a Task

"That's better. Two reasons why not. You gave me one. Said you'd *like* to get back to the fiction, and I don't suppose you've exactly enjoyed fighting those ads to death every night. In other words, substitute a pleasure for a task—and you'll be much fitter and fresher next day when you hit the regular stint again."

"I see. Kind of an antidote, eh? Apply the fiction poultice—practice, I mean—to nerves frazzled by rotten attempts at ad writing."

"Yes. And the thing works both ways: Beautiful reciprocity, 50-50 give-and-take. You're physically and mentally fresher for *each* type of writing because you've just been through a session with the other."

"Hey," crowed the cub, "two types of writing? That's the very thing you panned *me* for saying! Hoist by your own petard!"

"Oh well," loftily rejoined the

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chief, "I meant of course two—er—*manifestations*, two variants of the same thing. The principle is sound, anyhow; the principle that you call the antidote idea and I think of as a sort of *attrition*. Same general sense: your word perhaps a trifle too strong—although I admit that copy can sometimes be poison to the author as well as to the reader. And how does the principle work? Simple as a nursery rhyme: (a) after a long day here you'll find keener zest for your 'outside' stuff precisely *because* it's different—at least in subject-matter; and (b) for the same reason after an evening with the *stories* you will be keener for next morning at your desk. Much better medicine than slogging away unintermittently at the ads—or, indeed, at the fiction either, if you had all the time in the world for just your stories and weren't lucky enough to have a job to keep you balanced."

"Sounds darn good. And sensible. Never thought of it that way. But—you said another reason?"

Two Halves Do Fit

"Yes. And that brings the argument into the realm of art. The attrition philosophy has a higher value than just keeping you physically and mentally fit. It improves your writing—all around. You'll write better copy because of your fictional handspings and you'll land on your fictional feet more often because of your copy. Don't you believe anyone who tells you the two kinds of writing—pardon me, the two halves of the same orange—don't fit together and nutritiously, too! Stands to reason, doesn't it, that good fictional technique, which affiliates, when it isn't identical with, good imaginative facility, will improve the readability, therefore the value, of advertising copy; and conversely, the attributes that make for good copy—simplicity, concision, force—are not exactly wasted in successful fiction. The thing works, anyhow—and it'll work with you."

"But isn't there a sort of danger

in my getting too interested in the fiction side? And also maybe *sell* some of the stuff and high-hat advertising all the way from here to hell?"

"That's probably just where you'd bring up. I'll take the gamble. Odds are against any man making as much from free lance literary work as he can build up to on a steady salary basis in the agency. Even if you score a best seller in time, the yield spreads mighty thin over the several years that might elapse before you tear loose with another. But I not only shan't mind if you *can* make the high-hat grade, I'll give you every boost toward it. For remember my theory: the more skill you develop in your fiction—or verse, or biography, or whatnot, the outside-of-copy stuff anyhow—the better copy you'll be writing. Progressively better. And by the time you should reach, if you did, a salability that looked as staunch as your salary curve, I would have had out of you enough good copy—well, enough to charge off the experiment to profit with a big P. On the whole, though, I believe I should, if I were you, forget the chance of 'outside' fat rewards. If you never do a thing with your outside writing but just *do* it, you'll be well repaid by the improvement in your copy. And you'll probably save yourself and a bunch of editors an ungodly lot of worry!"

"Are there any agency men that lead this double life, that is, besides Bruce Barton, of course?"

"Huh, hardly any of the big ones, the creative ones, that don't."

"All sounds good to me, Mr. Cockshur. And I s'pose the same rule holds in other fields; I mean, say, writing novels and plays, like Galsworthy and Barrie."

Punch in One Means Punch in the Other

"Precisely the same. And don't let anybody scoff at you when you compare a straight literary bracket like *The Little Minister* and *Peter Pan* with your own attempts to fuse the technique of a short story with that of a mere grubby advertisement. For they're both crafts-

manship, aren't they? And presumably what imparts punch to one will to the other. Or, to put it in the depraved modern terminology, there's the same market—that is, people—for both, and both are *out* for that same market, which they attain by exactly the same psychological route."

"Whew, that's some oratory, Mr. Cockshur—"

"Shut up! You made me take down my feet and now you can just swallow the penalty. Besides, it was *you* started the Galsworthy-Barrie landslide you're now getting in the thorax. *Does* the rule hold outside of copy? I should say yes. If I started piling up the names of men who've switched to different genres of writing and made good in the new field as well as, subsequently, better in the old, well, we'd be here all day. And I don't care whether or not they made the change from any such motive or philosophy as I've laid down. Probably not. But that they would now indorse that philosophy if it were presented to them; that actually they found a greater facility in both modes because of the straddle; that they have discovered incidentally, in this juggling of different modes, a cure for nerve weariness and mental staleness whether they recognize it as the cure or not; on these points I'm as sure as my offensively dogmatic name."

A Jack of All Trades?

"But isn't that coming kinda close to being a jack of all trades?"

"And master of none? Just you step on that ancient fallacy! Haven't I been telling you that in writing it's this jackship of all trades that makes for super-excellence in the whole assortment? When you realize that John Erskine, who writes verse, text-books and essays, made not only a great 'outside' reputation but a cool \$1,000,000 by his 'private history' fiction—master of none, my eye! And he can play the piano, too, so you'd think it was a centipede with fingers on every pede."

"Don't glare at me, Mr. Cock-

shur. I'm sold on your idea. There are other fore-and-aft birds, too, I been thinking up while you talked: Hardy, H. G. Wells, Conan Doyle—gee, *Micah Clarke* is as great in its way as the Sherlock lot. And wasn't C. E. Montague a newspaper man before he wrote—what was it? *Rough Justice*, huh? Some novel, that one!"

"Right you are. And F. Hopkinson Smith, not remembered primarily for his novels or his essays or the lighthouses he built, but for the fact that he did all three things equally, even though not supremely well."

"When I was in college," murmured the cub, breaking a silence which may have been awe, "I was fed several kinds of Poe—"

"Quite so. Another case in point. And you can go farther back: old Milton. Oh, I'll admit that the *Areopagitica* and *Eikonoklastes*, and indeed the whole bilin' of polemical broadsides, make pretty dreary reading; but even if you throw them out, you've got several different kinds of reasonably noble poetry in *Paradise Lost*, *Lycidas* and *L'Allegro*—to say nothing of two or three of the greatest sonnets in the language. For the kind of healthful attrition I've been preaching to you occurs not only, of course, between poetry and prose, or essay and novel, or biography and newspaper calumny—I beg your pardon—columnny, but between, say, epic poetry and lyrical poetry. The theory, in other words, is capable of being broken down into the finer, the more delicate, distinctions as well as capable of bringing about the marriage of such apparent incompatibles as fiction and copy writing—"

The chief's door swung inward to admit a cowed-looking visage.

"By gosh, you again," thundered the irate expositor.

"Boss wants you," lisped Jimmy the office boy, and ducked out.

"'Nother kind of attrition," muttered the chief, as he rose to obey the summons. "Well, Marty, run along now. Think over what we've been chinning over—and get busy. I'll guarantee the copy end of the deal anyhow!"

OUR GROWTH IN LINEAGE IS STEADY, INEVITABLE

BECAUSE TOWER MAGAZINES

eliminate forced circulation

eliminate scattered circulation

provide purely voluntary circulation

provide shopping woman circulation

*provide highly scientific concentra-
tion of circulation in profitable
markets*

*provide the lowest rate per thou-
sand in any woman's magazine over
1,000,000 circulation ---*

AT 1/5 OF A CENT PER FAMILY

1930

1931

*Tower Magazines' gain in 1931 in
lineage over 1930 lineage is 50.7%*

*Tower Magazines' "Result Book" tells the story of this economical,
scientifically directed, purely voluntary circulation. Ask for a copy.*

TOWER MAGAZINES, Inc.

55 Fifth Avenue, New York
919 North Michigan Avenue, Chicago

Don't Make That Trade-Mark Design Descriptive

ALTHOUGH trade-mark rights are an important factor in practically every business, large or small, trade-mark law remains a vague and perplexing matter to most business men. However, despite the prevalent lack of knowledge of trade-mark legalities, one point has been dinned so frequently into the ears of the business world that it is pretty generally comprehended. That point is that a descriptive trade-mark cannot be registered under the Trade Mark Registration Act of 1905.

As laymen interpret that feature of trade-mark law, a word which is merely descriptive of the product cannot obtain Federal trade-mark registration papers. But now that interpretation has to be broadened, for under the terms of a decision recently handed down by the United States Court of Customs and Patent Appeals, even the design in which the name is incorporated must sedulously avoid the curse of descriptiveness.

Appeal Follows Two Refusals

The Pierce-Arrow Motor Car Company had applied to the Patent Office for registration, as a trade-mark for automobiles, of a pictorial representation of the front end of a Pierce-Arrow car. The picture was enclosed in a hexagonal border. Both the Examiner of Trade-Marks and the Commissioner of Patents refused to register the mark on the ground that it was "merely" descriptive. The company therefore brought the case on appeal to the Court of Customs and Patent Appeals.

The court affirmed the ruling and, in doing so, emphasized the fact that the mark "is clearly merely descriptive." Said the court: "The observer of the mark would attach no importance to the hexagonal figure, admittedly in common use, and its only purpose is more clearly to call attention to the pictorial representation of the auto-

mobile, thus emphasizing the descriptiveness of the mark. We are clear that the mark is merely descriptive of the goods to which it is applied, and the decision of the Commissioner of Patents is affirmed."

A similar decision was handed down in the case of Rit Products Corporation v. Park & Tilford, by the same court. Park & Tilford had filed application for registration of a mark used on a product for removing color from dyed materials, sold under the name "Tintex." The mark consisted of a sketch showing a woman holding up in her hands a piece of colored clothing, and immediately to the right, the same woman holding up in her hands the same garment, with the color removed. The Rit Products Corporation opposed the registration claiming to be the manufacturer of goods of the same descriptive properties for which it used a trade-mark of similar design.

The court ruled that the design of both trade-marks showed how the product was used and that such a design may not obtain exclusive privileges under Federal statute.

Said the court: "It would be surely going beyond the legislative intent, when this helpful statute was enacted, to so construe it that one manufacturer of a product might, by a registration of a mark under it, prevent all other manufacturers of this product from advertising, and making known to the trade, by illustration or otherwise, the qualities, characteristics, and uses of their goods."

Has Beverage Account

John Morgan, Inc., New York, manufacturer of beverages, has appointed the L. D. Wertheimer Company, Inc., of that city, to direct its advertising account.

New Business at Cleveland

Gordon B. Zellers has formed a research business under his own name at Cleveland. Miss Retta M. Pearce is a member of the staff.



A Healthy Community

WHERE THERE
IS AMPLE
BUYING POWER

York County Pennsylvania

In face of "adverse trade winds," this old county has always maintained an even keel. Its economic independence—due to a wide diversity in industry and diversified farming in a good marketing territory—today places it high among the "good" sections of the country.

*It Is a GOOD
Section in Which
to Advertise.*

★ Two-thirds of York County's population lives in the boroughs and townships, where they read almost exclusively

The York, Pa. Gazette and Daily

WE URGE YOU TO INVESTIGATE

National Representatives

HOWLAND & HOWLAND, INC.

NEW YORK
393 SEVENTH AVE.

CHICAGO
360 N. MICHIGAN AVE.

To Have and To Hold

NATIONAL advertisers can learn many things about advertising from the retail store.

Advertising in the retail field is aimed plumb at direct and tangible results.

If the advertising doesn't produce results the trouble is with

- a. the product or the price
- b. the copy
- c. the medium

—and it is usually not hard for the merchant to tell *which* is wrong.

When a retail merchant advertises in a medium issue after issue, year after year, you can depend upon it that that medium has an uncommon faculty of delivering the goods.

189 New York retail merchants have advertised in *The New Yorker* every year for the past three years.

They have advertised because The New Yorker has produced results for them *week by week*.

Many national manufacturers don't appreciate the full significance of this. They are inclined to say about a medium preferred by local merchants, "Yes, but retail advertising is different."

The merchandise may be different—and the method of doing business, too.

But the basic factor of advertising value isn't different. When a medium is responsive, it is responsive.

When it is responsive it produces results.

And that's all there is to it.

THE
NEW YORKER

25 WEST 45th STREET
NEW YORK CITY

Creating New Customers

How Co-operation and Advertising Sell a Million Dollars' Worth of Electric Ranges and Wiring in Philadelphia Market

THE method used by a group of representative dealers, contractors, distributors, manufacturers and central stations in Philadelphia to get new business, is interesting from many standpoints.

It proves that the public says to the manufacturer, "We'll buy now if you'll sell now." It proves again that when a group really co-operates to build up new business instead of trying to get what business there is away from individual competitors, all of them profit and many basic changes are made in marketing which one manufacturer by himself could not accomplish. Thirdly, the success of the campaign proves conclusively that advertising retains its old wallop and punch, its ability to create sold-in-advance customers.

The association which has done this job was founded in the fall of 1917 by a small group representing various branches of the electrical industry and was known at first as the Electric Club of Philadelphia.

During the gloomy spring of 1931, at one of the organization meetings, the determination was expressed to sell 5,000 electric ranges during a year. Less than 800 had been sold during the preceding year in the territory.

A house-to-house check-up among electric range owners brought to light records of unsatisfactory performance which might have proved a deterrent to public acceptance of the electric cooking idea. In many homes it was discovered that the operation of the electric range had been entrusted to servants whose limited knowledge of the proper methods of electric cooking had resulted in inferior performance and unnecessary expense.

To overcome this first cause of possible consumer resistance, the advertising copy was keyed to demonstrate the superiority and greater efficiency of the latest model electric range, as compared with the older type. Speed, sim-

plicity and economy of operation were the selling points most consistently emphasized throughout the advertising to the consumer.

It is to be noted that the purpose of the campaign was to sell

SITUATION WANTED

WAGES
... a penny per
person per meal



Here is a perfect post of a creature—one that will bring a greater comfort and happiness to every household, and one that even the most modest home can easily afford.

Imagine the joy of freedom from a cold pot on the fire. No more unnecessary hours of discomfort before the kitchen range. Here ease for the children, the things you love and have longed to do.

More than a million women have discovered the superiority of a fast-cooking electric range in comparison to having an open stove—without a penny of extra cost.

They will tell you that electric cooking means a cleaner, cooler, more inviting kitchen—quicker, cleaner, even less—less damage of food, better, more palatable results for even the most complicated recipes.



**a Fast Cooking
ELECTRIC RANGE**

Ask your dealer to show you a modern electric range. You'll be amazed to discover that it costs little to own—a little to operate.

Better cooking, a cleaner, cooler kitchen and many more 1-hour meals—for a penny per person per meal.

THE ELECTRICAL ASSOCIATION OF PHILADELPHIA
a united network of sales, service, advice, instruction and more.

A Specimen Advertisement in the Dealer Portfolio

only the "Electric Cooking Idea." Therefore, in the preparation of copy it was essential to avoid all references or illustrations which might distinguish any individual make of range.

To assure satisfactory operation of the ranges after installation, a staff of home demonstrators was provided. Not only were these electric cookery experts available to assist dealers in making sales, but their more important function was to instruct all new owners in proper methods of operation that would insure maximum efficiency and lowest possible cost.

Another stumbling block to former selling efforts had been the

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matter of installation costs, which in amounts ranging from \$75 to \$150 had previously been borne by the consumer in the form of a surcharge above the retail price of the range. The removal of this obstacle evidenced the spirit of co-operation of the association—for the central station agreed to assume all installation and wiring costs on any range approved by the association. Thus every dealer could now quote the retail price without extra installation charges.

Furthermore, the central station agreed to carry the paper on dealer's and contractor's time-payment sales, thereby enabling the independent retailer to finance time-payments without loss of profit, responsibility of credit investigations or making collections.

With these major obstacles removed or provided for, the details of the campaign were incorporated in a portfolio designed primarily to sell the plan to the dealers. This book was entitled, "To Sell Electric Cooking to More Than Half a Million Homes." Its contents pointed out the desirability and profit opportunities of the electric range business as well as sales possibilities in the local territory. The free installation and financing features were explained in detail. Advertising plans, covering newspaper, outdoor, broadcasting, co-operative publicity and dealer helps were described freely with actual specimens of the publicity matter to be used. This portfolio also outlined arrangements that had

been made for the demonstration of electric ranges to more than 80,000 Philadelphia housewives through the co-operation of the cooking schools held weekly by leading local newspapers.

This plan book was distributed and explained to 526 dealers, demonstrators and central station representatives at a dinner held just prior to the opening of the campaign. At the same meeting, a general policy of trade-in allowance for old ranges was decided upon. Throughout the campaign every dealer—independent and central station alike—adhered to the predetermined amount of trade-in allowance. This uniformity of trade-in allowance proved an important influence in maintaining the co-operative spirit of the campaign.

Immediately following the opening of the campaign, a sales school was organized to familiarize dealers and salesmen with the mechanical features and proper sales presentation of the electric range. Meetings were held regularly and included cooking demonstrations, talks on salesmanship, playlets illustrating proper methods of selling and overcoming prospect's objections. Following the range school meetings, there was a notable increase in volume of sales.

The plan itself was carried throughout without interruption—not even a word of the prepared-in-advance newspaper copy was changed, nor were schedules revised. This is evidence of the thoroughness of the preliminary work.

* * *

What Groucho Says

He Hands It to Gent. Treas.

SAY, I gotta hand it to Gent. Treas. at last. Over a year ago he was all for taking on some small accounts, anything to keep us busy, keep us from firing half our people, etc. Our efficiency expert sez: "Can't be did." "What'll prevent?" asks our then V.P. Gates. "Old Man Overhead," sez Efficiency. Then there was more lovely, silly stuff spilled about finance than you ever heard.

Say, did you ever hear a bunch of ad spellbinders, copy experts, merchandise boomers and such discuss finance? Oh, boy, it's great! The wise money guys like Gent. Treas., Boss and our Efficiency King look at each other, bored like, as if to say: "These guys don't speak our language." The Skippys, Eagles, Grouchos and such ask fool questions and then don't understand the long-winded

answers. Then having aired the nothing we know, we O. K. whatever Gent. Treas. or the efficiency guy proposes.

It was just like that, Skippy showing that he always had thought overhead was rafters or shingles, and Eagles wondering why everybody couldn't make money if they took in more'n they spent.

Gent. Treas. sez: "For once Eagles is right." Since then Eagles has thrown out a chest whenever finance is mentioned. He thinks he ought to be called in conference by the Federal Reserve.

Gent. Treas. doped it out that if everybody was busy and taking in a little money, salaries and rent wouldn't be any more than if they were loafing. So we all got out after advertisers, little or big, and put on about thirty new ones, from a few hundred up to a few thou. and thus a little money came in.

Today we all got together and checked up on it. Gent. Treas. said: "This little scheme has kept us out of red ink. If you charge overhead against these baby accounts we lose money on 'em. If we figure that we would have spent just as much without 'em as with 'em, we've made a profit."

"Wrong theory, entirely," sez Efficiency Grand Duke. "Dangerous, highly dangerous."

"But we got the dough, ain't we?" chirps Skippy.

"Then can't we have a dividend?" asks Eagles, the financier.

"Don't be a fool, Eagles," sez Gent. Treas. and Eagles begins to think mebbe Federal Reserve and Chase National better not send for him after all.

Say, I wonder how an ad agency ever keeps from falling off the dock of finance. Guess mebbe we would drown without a blamed old Presbyterian Scotch tightwad like Gent. Treas.

Eagles was sore. Skippy said: "Cheer up, Eagles, Get Gent. Treas. into a copy conference and show him up. Say, that guy doesn't know any more about advertising than I do about international horse breeding, and he pretends to be in the ad biz!"

"Mebbe it's all for the glory of Allah and the solvency of our house," sez I and we let it go at that.

Well, that's all, 'cept I overheard Boss ask Gent. Treas. don't he think we can let Mr. Efficiency go and save a few thou. a year—and Gent. Treas. allows mebbe we can.

Now, I ask you, how's that for modern high finance?

GROUCHO.

Likes Dramatics in Business Stories

BOARD OF INDUSTRIAL COUNSELORS, INC.
NEW YORK

Editor of PRINTERS' INK:

The Beaver Hat story (PRINTERS' INK, February 18) was a "wow." This sort of stuff is dramatic and makes a far deeper impression than the usual prosaic writings of business men on the same subject.

H. W. ALEXANDER.

New Business at Seattle

William Dunks, formerly with the Fred E. Johnson Advertising Agency, Seattle, has started his own business at that city, with offices in the Dexter Horton Building, which he will operate in conjunction with his recent appointment as advertising manager of the *Fremont Times*, Seattle.

With Ham Jackson Agency

Ralph W. Brill, who formerly operated an advertising agency at San Francisco under his own name, is now associated with the San Francisco office of the Ham Jackson Company, Inc., advertising agency.

Has Autogiro Account

The Kellett Autogiro Corporation, Philadelphia, has appointed the office at that city of Rudolph Guenther-Russell Law, Inc., to direct its advertising account. Magazines and direct mail will be used.

With Botsford-Constantine & Gardner

D. L. Lane, formerly with the Oakland office of James Houlihan, Inc., is now with the San Francisco office of Botsford-Constantine & Gardner.

Leaves Baltimore Hub

Samson Feldman has resigned as sales promotion manager and divisional merchandising manager of The Hub, Baltimore. He has been with the store for the last ten years.

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Sensible Economic Planning

Department of Commerce Offers Suggestion for Business Stabilization with the Emotionalism Left Out

By Frederick M. Feiker

Director, Bureau of Foreign and Domestic Commerce

[EDITORIAL NOTE: Almost every man with a new panacea shouts aloud for a planned national scheme. The desire for business stabilization, for a new sort of industrial leadership, is too often based upon facts as they might be rather than as they actually are. It is refreshing to note that the Department of Commerce believes that economic planning by ukase has no place in America; that it must rest upon the intelligence and ingenuity of individual manufacturers. Following is a portion of a talk on the subject recently delivered by Frederick M. Feiker, director of that department's Bureau of Foreign and Domestic Commerce.]

ECONOMIC planning in its true sense is not new to American business. Many of our trades are doing it, in part, even though they may not so label it. Let me mention some of the lines of activity, carried on by individual concerns or by industries through their trade associations, which have a direct bearing upon the problem of maintaining a continuous adjustment of production facilities to market demands—the true aim of real economic planning. These are:

Market research and analysis. Each firm and industry should engage in careful market analysis for each of its principal products with the aim of (1) discovering and defining logical market areas to which goods can be economically delivered; (2) determining the most probable long-term market growth factor for each principal product; (3) determining normal seasonal fluctuations in the sale and consumption of each product; (4) determining the responsiveness in the sale of each product to the influences of the business cycle based upon past rec-

ords and experiences and (5) determining the maximum consumption taking into consideration the price at which competitive articles are commercial substitutes.

Product research. The aim of this program should be three-fold: (a) The development of new products, adapted to the machinery equipment and established technique of the industry or to the distributive machinery and market areas which it supplies; (b) the discovery of new uses for existing products and by-products; and (c) the determination of unprofitable products—products ill adapted to the industry, or those which are meeting with a declining demand and, therefore, might profitably be eliminated.

Investment and equipment replacement program. This program is of vital importance because of the present tendency to concentrate investment and the building of plants and equipment in boom times rather than in spreading it out evenly over times of slack business. An intelligent policy of equipment replacing and extension depends, of course, upon statistical studies of lag-term growth, which should indicate to each industry what its productive capacity should be at different times in the future.

The Aims of the Program

Budgeting, forecasting, and statistical control. The aim of this program should be to inculcate in the minds of producers the desirability of making careful forecasts of sales and budgeting their operations at least one year ahead so far as direct operations are concerned, and from three to ten years ahead so far as investment policy is concerned. Necessarily, such a policy should develop a better coordination between internal accounting practices and the statis-

tics of the entire industry (which can be characterized as the "external accounting").

Simplification and development of standard specifications. This program is already well under way under the leadership of the Department of Commerce. Its relation to economic planning, as defined above, is not as direct as the other lines of attack enumerated, but it is an essential element in reducing costs, in clarifying consumer demand, and in making possible intelligent market analysis and product research. Trade associations, of course, can take the lead in this work.

Wages and employment policy. Economic planning, to be comprehensive, must include a properly worked out and consistent labor policy. The balance between production and consumption as determined by purchasing power must always be kept in view, and it is just as essential to avoid serious dislocations on the consumption side as on that of production or transportation.

Adoption of standard trade practices. This would have to do with trade terms and discounts, credit policy, etc. The benefits of standardizing trade practices are simi-

lar to those obtained by standardization and simplification of sizes and types of products and standardizing labor relations.

This is a broad field of activities. Properly cultivated, its harvest in future business stabilization will be tremendous. It rests with the leaders in the trade association movement to take an inventory of their activities, and determine the needs of their industries. In this the Bureau of Foreign and Domestic Commerce is now preparing to offer definite aid. When those needs are determined, the Bureau is prepared to aid in the determination of how each can best be met, whether by the work of the association itself, by co-operation with established government agencies, or by established private facilities.

Statistics will not take the place of business judgment. Sales estimates will not produce sales. Facts are not achievements. But profits in business today more and more depend upon the control and use of detailed, essential facts. Man power must be developed to meet our manifold business problems. Man power plus facts put to use, plus common sense, plus material means, will give us the basis for a stabilized, lasting prosperity.



Ingersoll Yankee Back at \$1.00

SHADES of Phoebe Snow, Sunny Jim and Johnny Walker—"The Watch That Made the Dollar Famous" is back again! After the original Ingersoll Company went into bankruptcy in 1921, the Ingersoll-Waterbury Company brought out a dollar watch in 1930, but its brand name was "Trump." The old "Yankee"—"The Watch That Made the Dollar Famous"—sold at \$1.50 at that time.

But today, the Ingersoll Yankee is selling again at the \$1 price. The Ingersoll-Waterbury Company found conditions ripe for the comeback and decided to cut the "Yankee" from \$1.50 to \$1 and use its

old-time fame and reputation as the basis for a new campaign.

The modern version of the Ingersoll Yankee is to be advertised in a periodical campaign that is now under preparation. Window display material is being furnished to dealers, 150,000 broadsides have been mailed and the campaign to bring back the famous "Watch That Made the Dollar Famous" will soon be in full swing. Publication copy and point-of-sale advertising will hammer home the thought that "The Watch That Made the Dollar Famous" is back again. Also, the copy will feature a new, low-priced wrist-watch.

Southern Farm Paper Circulations

On November 19, 1931, *Southern Agriculturist*, in a circular letter to advertisers and agents, said:

"We have the largest circulation that was ever built up by a single organization in the South and we feel that we have almost reached the limit in numbers that can be maintained soundly. **Certainly, no other publication has shown subscription sales that would support a larger circulation.**"

At that time our circulation guarantee was (and still is) 650,000.

Recent circulation changes in the Southern farm field *begin* to confirm our statement.

We Repeat:

No other publication has shown subscription sales that would support a larger (than 650,000) circulation.

SOUTHERN AGRICULTURIST

B. KIRK RANKIN, Publisher
Nashville, Tenn.

Your Space Buyer knows about CONCENTRATION

(Ask him what these charts mean in terms of money)

Choose the cities which are most promising for sales. Choose those newspapers with the highest percentage of effective circulation for profit.

(N.B. The newspapers with the largest total circulation may sometimes have the lowest percentage of effective circulation.)

It is important that you know what percentage of your appropriation is aimed at cities and suburbs (standard A. B. C. Trading Areas) . . . and what percentage is waste.

For Instance, Consider Three Markets:

1 Oklahoma News (SCRIPPS-HOWARD)

City and Suburbs 97³/₁₀%

Another Oklahoma City Newspaper

City and Suburbs 72⁶/₁₀%

27⁴/₁₀%

WASTE

2 San Francisco News (SCRIPPS-HOWARD)

City and Suburbs 98¹/₁₀%

Another San Francisco Newspaper

City and Suburbs 77⁸/₁₀%

23⁰/₁₀%

WASTE

3 Houston Press (SCRIPPS-HOWARD)

City and Suburbs 90⁰/₁₀%

Another Houston Newspaper

City and Suburbs 51²/₁₀%

48³/₁₀%

WASTE

(Your space buyer will give you similar facts about every newspaper you use)

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SAN FRANCISCO



**When you avoid ghost circulation . . .
when you avoid forced combinations . . . when
you avoid rural scatteration . . . your advertis-
ing dollars are so invested as to buy more sell-
ing power . . . and that means more profit per
dollar invested. Scripps-Howard Newspapers
offer the highest concentration of circulation
available in one unit for national advertising.**

CONCENTRATE your advertising in newspa-
pers . . . but, more important, in the news-
papers which offer greatest circulation concen-
tration where potential for sales is greatest.



CONFINE YOUR ADVERTISING WHERE GREATEST PROFIT CAN BE MADE

SCRIPPS · HOWARD NEWSPAPERS ·

**MEMBERS OF THE UNITED PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS AND OF MEDIA RECORDS, INC.**

**NEW YORK · CHICAGO · DETROIT · ATLANTA · BUFFALO
SAN FRANCISCO · PHILADELPHIA · LOS ANGELES · DALLAS**



New Motives for Purchase

The Makers of Dobbs Hats Dig Out a Reason for a Man to Buy

An Interview with

E. H. Eakland

General Sales Manager, Cavanagh-Dobbs, Inc.

WHAT are the human reasons which control purchase? Manufacturers who take it for granted that price is the only factor get into a deep morass. Makers of any product who take anything for granted these days are on dangerous ground. The makers of cashmere stockings for ladies took the black cashmere stocking for granted and look what happened to them.

When a manufacturer takes the trouble to get out of the beaten track, realizes that the reasons for purchase be deeper in the human heart than the mere article—description, price, formula—he often finds surprising new markets. Even in men's hats (which have slipped in per capita consumption), and in bad times, the makers of Dobbs hats decided to give men a new incentive to go into a store.

For many years the public had been "raw edged," detailed to death. A man was offered merely a cleaner edition of what he had on his head. A gray or a brown gave way to another when the wife objected to the old lid. Men had liked green hats in 1919. Dobbs decided that men might like green again now for a color change.

Green was so small a percentage of the line's volume when the idea was first tried, that it was negligible.

The company worked out a new, light stylish hat. Green it was in color. All shades, but all green. On the Pacific Coast in Los Angeles and San Francisco five stores were invited to send their merchandise men, advertising men and

hat buyers to a joint meeting where the company representative put up to them the new style product, in the new color—green explaining what was behind this move.

At a time when any buyer would have said that a hat couldn't be sold there, no less than 300 dozen



A Dobbs Advertisement Featuring the New Green Hats

green hats were disposed of in San Francisco, 300 dozen in Los Angeles, as stocks for the stores which had come together to hear a new merchandising idea.

One of the co-operating stores put in no less than five windows of nothing but green hats. When the newspaper copy on the new type of hat broke in the city, window displays were used to tie up with this copy. It was soon

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proved to make people for the hot, which hadn't much business began to eastward visited towns a geles to was acc

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proved that very human impulses make people buy new merchandise, for the new green hats went over hot, while the other stores which hadn't stocked them, didn't do much business. The green hat idea began to spread from the coast eastward. The sales manager visited no less than twenty-five towns all the way from Los Angeles to Winston-Salem. Green was accepted.

On October 25 there appeared in several national publications the (by now) well accepted green hat in full colors. Dobbs was again proving that the public would buy now if the manufacturer sold now, something new, something different, based upon a human motive.

The next step which is coming along soon is the combination idea. Dobbs is going to tell the prospect that nothing looks better with a camel's hair coat than a green hat in one of the new shades. Putting advertising back of an idea has made them so confident of the next step that they feel sure that no less than 20 per cent of their full production for spring will be on the new green idea. Copy will break the week before Easter, suggesting that the new green hat makes the camel's hair coat look better, that the combination makes any man feel better, look better and act better.

The hardest boiled salesman in the whole organization was the hardest to sell on the new idea at the start, but when he was sold he stayed sold, and that is a pretty good test for any manufacturer who is going to play a new tune in his manufacturing process, namely, can he sell the old-timers?

The salesmen of this company are up at the factory. They are not in the showroom or a big city office where they see no connection between the new product and the men in the plant. Up at the factory they can see how a new idea makes actual work for men who need work. They have watched aggressive promotion put behind a new color produce actual work of at least a full month for the full factory force. The men working on the green hats put over by advertising are men that otherwise

would not be working now at all.

It didn't take price-cutting to put the new hat on the map, to produce sales which keep men busy. The public has become, this company believes, somewhat numb to the price appeal. The old human motive of pride in looking well, the desire to try something new, a combination in dress that will make a man feel better, are still present even in times such as those were last fall when the hat made its first appearance.

A. M. Staehle, Sales Manager, Construction Papers

A. M. Staehle, formerly sales manager of the *Engineering and Mining Journal*, *Coal Age* and *Metal and Mineral Markets*, published by the McGraw-Hill Publishing Company, New York, has been appointed sales manager of the *Engineering News-Record* and *Construction Methods*, also published by that company.

Changes in Hawkeye Clock Company

The Hawkeye Clock Company has moved its offices from Muscatine, Iowa, to La Porte, Ind. The name of this company has been changed to The Measured Time, Inc.

Chemical Account to Lewis-Waetjen

The Mallinckrodt Chemical Works, St. Louis, has appointed the Lewis-Waetjen Agency, Inc., New York, to direct the advertising of its medicinal chemical line.

Chase Candy to Comer

The Chase Candy Company, St. Joseph, Mo., has appointed the Russell C. Comer Advertising Company, Kansas City, Mo., to direct its advertising account. Newspaper, radio and outdoor advertising will be used.

With Sharp Agency

Charles S. Weber, formerly with The Powers-House Company, Cleveland advertising agency, has joined Ralph W. Sharp and Associates, advertising agency, also of that city, as production manager.

Joins Homeopathy Journal

Kent Lighty, formerly manager of the New York office of the Fitzgerald Advertising Agency, has been appointed business and advertising manager of the *Journal of the American Institute of Homeopathy*, New York.

Dealers Helped Write These Retail Sales Manuals

Plumb Induced 874 Hardware Men to Tell How They Sell Company's Product

By Samuel F. Haxton

WHO knows the best ways to sell a hammer, hatchet or axe over the counter of a retail hardware store? Is it the manufacturer or the retailer himself?

Fayette R. Plumb, Inc., has demonstrated that the most effective sales arguments come from the retailers themselves, and that retailers, when approached diplomatically, are willing and even eager to give manufacturers and other retailers the full benefit of their experience.

As a result the company now is supplying hardware retailers with sales manual sheets which offer the tried and proved selling technique of 874 successful hardware merchants, who co-operated in the plan.

The first step in getting the information desired was a personal letter from Mr. Plumb to the retailers. This outlined the problem—that of getting selling information direct from the tool counters—as follows:

As I look back, over all of the years that we've been making Plumb Tools, and all the time you've been selling them, it seems that we have never furnished you real selling information in a permanent, concrete way.

You may know that the National Hardware Council has adopted a resolution urging manufacturers to give retailers more selling information about their products. The National Retail Hardware Association is furthering this movement.

We want to give you—in some permanent form—the best information available on "How to Sell Plumb Tools to Customers." We want you to help us complete this data, so that the finished work will represent the best thoughts of retailers, everywhere.

As a start, we have put down on the enclosed sheet, the selling facts on Plumb Hammers which seem important to us. Will you tell us in your own words just what you would say to Bill Jones if he came in to buy a hammer, and you knew he should have a Plumb?

We plan to ask your help later on hatchets, ball pens, etc., and as an acknowledgment of your aid, we shall ask you to accept, with our compliments, a permanent binder, stamped in gold

with your name. This will contain the completed Plumb Sales Aid Sheets, and will accommodate those which other manufacturers will send you.

Won't you return the Hardware Questionnaire today, with your comments noted on it? Or have your best sales-clerk do it?

The loose-leaf binder, which was to be used to hold not only selling information but also data sheets to be supplied by other hardware manufacturers, was offered as a means of influencing retailers to reply in detail not merely to one questionnaire but to four, to be sent at intervals.

With the first letter was inclosed a data sheet on nail hammers, listing the features of these tools which the manufacturer regarded as most important from the standpoints of material, design, and workmanship. A questionnaire folded inside this sheet asked the retailer to tell "How I Sell a Plumb Nail Hammer." This provided space for 500 to 600 words of reply, but scores of retailers used additional sheets and told how they handled every detail of the sale from "Good Morning" to "Thank You."

As the replies were received, the selling points stressed by retailers were tabulated and their effectiveness judged largely by the number of times each was mentioned. If 80 per cent of retailers mentioned one selling feature as effective, and only 20 per cent mentioned another, it was obvious that the first feature had greater selling force with the consumer. So, in compiling the sales manual sheets, the consensus of opinion ruled.

When the sheet was finished it served as a model of correct retail salesmanship for nail hammers. Eleven points of salesmanship were developed and printed, with illustrations, on both sides of an 8½ by 11-inch sheet perforated to fit the

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ring binder, and side-indexed for ready reference. This sheet, and the ones on other products which followed it, were designated not as a sales manual but as "Plumb Sales Aid Service." Near the top of the sheet the practical nature of the data was explained with the words:

HOW I SELL A PLUMB NAIL HAMMER

The following sales points are summarized from the questionnaires returned by 874 hardware dealers. The statements are arranged in the order in which most dealers use them. To make the best use of these sales points: Fix the headings in your mind. Read the statements under each, then use your own words when selling a customer. Select the points which will appeal to each customer, and stop when you have sold him.

The first step to be taken by the retailer was:

Ask what the hammer is to be used for, so that you can select the sales points which fit best. Put out two or three sizes of Plumb Hammers.

The second step that the retailers agreed upon was a striking testimonial to the power of national advertising. Almost every one of the 874 retailers said that the next thing that the sales-clerk should say was to this effect:

THIS IS THE PLUMB HAMMER YOU'VE SEEN ADVERTISED

This hammer is made by Plumb. It is backed by 75 years' manufacturing experience and continuous national advertising. An advertised product, you know, has to be good, because the profits must come from repeat business.

A demonstration followed. The opinion of the merchants was that the customer should be told something like this:

SWING IT. FEEL HOW IT IS BALANCED TO WORK WITH YOUR ARM

Doesn't that feel comfortable? It just naturally fits in with the swing of your arm. That natural fall gives you control of the tool, insures accurate work. Every fraction of an ounce in the head of that hammer has been placed where it will balance with the handle to fall naturally on the head of the nail. It took Plumb three generations to work out that balance.

Thus the manual proceeded through a point-by-point discussion.

On other products, the suggestions of retailers as to the best

way to make sales were as different as the tools themselves were different. The retailers, for example, found that "This blade is drop-forged from one solid piece of Plumb cutting steel," was the most important selling point on a hatchet. "It is tempered to hold a keen, sharp edge" ranked second, and not until the third step did the merchant get the customer to take the hatchet in his hand.

"Results from this sales aid service program have been surprising," said Mr. Plumb. "Our asking the retailers for their advice stimulated their interest in Plumb hammers, hatchets and axes. Many of them indicated to me that, as a result of their study of sales arguments on our line, they were able to increase their own sales materially.

"Many wrote, also, that they had just re-ordered our tools from their jobbers and would put more effort back of the line, because they appreciated the efforts of the factory in helping the retailers to increase their sales.

"The Hardware Council and the National Retail Hardware Association are sponsoring a movement to have manufacturers supply their sales data in standard form, as a guide and aid to retailers and their salespeople.

"The commendatory letters that we have received from dealers regarding the sales aid sheets which we have developed, and their enthusiastic endorsement of the entire sales plan, proved to us that sales information on leading items is greatly needed by dealers.

"A most significant phase of the questionnaires received from retailers is the value they place on our advertising to the consumer. We always have valued it highly ourselves, but the retailers' reflection of its effect on their sales has influenced us to esteem it even more highly.

"The sales points brought out by the retailers guided our advertising agents and ourselves to a large extent in determining our copy appeal for 1932. It is logical that the points which retailers find most effective in retail selling should also be effective on the printed page."

THE FOCAL POINT OF THE *New* NEW YORK



"Right"

*Here is the
Background for an
Advertising
Agency . . .*

FOR "444 Madison at 49" is the focal point of the **NEW** New York — the common meeting point of the four fields of greatest prestige-building, business-creating opportunity . . . !

1. America's richest shopping zone
2. Decorative trade center
3. Uptown financial center
4. World's radio and hotel center .

Here, at this vantage point, in a building unusually well designed for agency purposes — where clients and prospective clients may be received, entertained and served under the most impressive, the most favorable circumstances—is the *right* location for an agency.

. . . "A General
Realty Building"

Agency

Tenants:

Federal Adv. Agency
L. H. Hartman Co., Inc.
Littlehale Co., Inc.

444 MADISON at 49
CROSS & BROWN COMPANY, Agent
270 Madison Avenue • CAledonia 5-7000

27 billion dollars

TWENTY-SEVEN billion dollars — not the cost of the World War; not the total of the reparations bill. It's simply this country's marketing bill.

Yes, sir: 27 billion dollars is what we spend in one year to get goods from producer to consumer. It gobbles up one-third of our national income.

L. D. H. Weld, director of research of McCann-Erickson, Inc., who has a penchant for uncorking and interpreting amazing statistics, recently analyzed our national cost of marketing. "Our 27 Billion Dollar Marketing Bill," an article he wrote for the March issue of **PRINTERS' INK MONTHLY**, presents his findings and his conclusions. An article that should be read by everybody in marketing.

Mr. Weld's contribution is one of twenty-five handsomely illustrated articles in the March **MONTHLY**. Others are:

We Took the Long Way to Market, by W. W. COPE, general sales manager, The KitchenAid Manufacturing Company. Instead of entering the low-priced market, this company decided to sell a \$120 product against \$10 competition. The "why" of this decision should be significant to any manufacturer faced with price competition—and who isn't?

... **But What Can We Do in a Two-Inch Space?** The answer is—you'd be surprised! A surprisingly large number of advertisers are making one, two and three-inch space a profitable investment. C. B. LARRABEE tells how.

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The Whistle Blows. The country has been organized on a war-time basis to put a million men back to work. This article gives an intimate picture of what is going on behind the scenes of this gigantic movement. [Roy Dickinson, vice-president and associate editor of PRINTERS' INK, is one of the originators of the plan, and a leader in its development.]

This Payment Plan Puts Fight in Salesmen, by H. A. PORTER, vice-president in charge of sales, Harris-Seybold-Potter Company. This unusual compensation system has the merit of working successfully—the company is making and exceeding its full sales quota.

Radio Contest Blues, by MONTE W. SOHN, vice-president, Picard-Sohn, Inc. The cumulative trouble that stalks the radio contest is as amazing as it is various. The unforeseen expenses are often staggering. The nuisances are legion. Radio listeners as well as radio advertisers, will learn a thing or two from this splendidly written story.

Our Customers Suggested Our Sales Talk, by HOWARD T. BAIN, sales promotion department, Johns-Manville Corp. This company's brake lining salesmen are using a new and entirely different type of sales portfolio. It is the most elaborate effort of this kind attempted by Johns-Manville.

Each article is strikingly illustrated; the layouts are out of the ordinary and are in sparkling variety. There are ideas in the illustrations and ideas in the text.

●

And some other titles in this same issue are:

How We Would Design Your Carton . . . Helping Salesmen to Dig for Sales . . . Lifting Advertising Out of the Fad Rut . . . Where Will the Private Brands Stop? . . . Humorous Letters That Fight Price Rivalry . . . Desperate Selling.

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Read the March issue of

PRINTERS' INK MONTHLY

New size type—more pictures—new layouts

Selling Sales Ideas to Salesmen

Theatricals Often Better Than Speech Making, as Messrs. Grant and Kettering Have Proved

THE KEY ADVERTISING CO.
CINCINNATI, OHIO

Editor of PRINTERS' INK:

We will appreciate it very much if you will let us have a list of references which have to do with the staging of plays at sales conferences. What we have in mind particularly is the question and answer type of dialog in which the salesman attempts to answer and to overcome every objection put to him by his prospect.

One of our clients will have a sales meeting within the next few weeks. Certain objections which have been advanced by prospects and customers have been answered successfully by some men, and on the other hand, other salesmen have had difficulty in driving home their point.

THE KEY ADVERTISING CO.

THE value of theatricals in conveying selling messages to salesmen is that in adding an entertainment element to a procedure that might otherwise be deadly and drab, they cause vital facts to be assimilated rather readily. There is, of course, more or less of the play element in most human beings. There is also the weighty fact that many and perhaps most salesmen are inclined to be mentally lazy. We trust it will be understood that we are not segregating salesmen into a class peculiar unto itself in its disinclination to undertake anything that will stir up the brain cells unduly. Salesmen are no more inclined this way than many other classifications of so-called human beings that we could name, but our correspondent asked us about salesmen here and so it is about salesmen that we are talking.

You can say what you will about having one's heart in his work and about being devoted to one's art. The fact remains that a sales convention in which a number of speechmakers—most of them poor speechmakers, too—hammer away for two or three days on defenseless human beings comes pretty close to being cruel and unusual punishment which should be prohibited by the Magna Charta of business, if there is such a thing—and if there isn't there should be.

When a salesman is thus pelted hour after hour by speakers on whom he cannot walk out because they are his bosses, he has to be unusually alert mentally if he actually hears half of what is said to him and assimilates a half or a fourth of that. This is human nature and salesmen, we understand, are human beings—very much so.

Enter, therefore, the staging or the dramatization of such main sales themes as the organization wants to present.

This is by no means entertainment. It is serious business eased into the consciousness of the salesman, as it were, by way of entertainment.

R. H. Grant, vice-president of the General Motors Corporation is a past master at this sort of thing. If we are not very much mistaken, he is one of the pioneers who introduced dramatics into the sales convention. Anybody who has the privilege of sitting through a day's session at the annual Chevrolet sales meeting is entertained, edified and instructed. He doesn't realize that he is receiving a liberal education all the while in the gentle art of selling automobiles but when he walks out he is a much wiser man in this particular. Regular acts have been put on by Mr. Grant and many an obtuse angle of selling has thus been straightened out in the minds of the salesmen.

Charles F. Kettering, of the General Motors Research Corporation, an intensely progressive-minded individual who knows how to combine the intricacies of science with the matter-of-fact practice of everyday selling, has officiated at many a little dramatic episode calculated to drive home the selling points of some of the General Motors' large family of products. One of our staff writers vividly remembers a combined sales convention of Frigidaire and Delco-Light in Dayton several years ago at which Mr. Kettering, the man of science, made clear to more than a thousand men the

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technical construction of the iceless refrigerator. He made the thing so clear that the uninformed layman could understand. And when a man understands a thing this way, he can tell it to other laymen perhaps even more uninformed.

At another convention Mr. Kettering demonstrated the "how to" of Ethyl gasoline. Men who knew little or nothing of chemistry left the meeting on speaking terms with tetraethyl lead and its action in the inner workings of an automobile that made the machine go.

In the Frigidaire organization—and this is typical of conditions in many others—actual sales convention demonstrations are carried out with all the approved stage settings. The "actors" are drilled by people proficient in theatrical technique and as a result the message is conveyed in a manner more forceful than even the best speaker can do it—and there are not a great many good speakers these days, even among sales executives, who think they are very good at this sort of thing.

In other words, the strength of the dramatics idea in sales conventions is that it shows rather than tells. Showing, if it is done right, is better than telling any day, even if the telling is also done right.—

[Ed. PRINTERS' INK.]

Linweave Distributors Elect

At the annual convention of The Linweave Association, held recently at New York, J. W. Zimmerman, of The Standard Paper Company, Cincinnati, was re-elected president. W. Noble Gillett, of the Chicago Paper Company, Chicago, was re-elected vice-president and J. H. Brewer, of the Storrs & Bement Company, Boston, secretary-treasurer.

There was one change in the executive committee. Edward P. Magel, of the Crescent Paper Company, Indianapolis, was elected to succeed Thomas C. Price, of the Barton, Duer & Koch Paper Company, Baltimore.

The meeting was presided over by E. V. Johnson, general manager of the United States Envelope Company and Fred A. Williams, Linweave manager.

McCann-Erickson Advances

J. L. Anderson

John L. Anderson, of the executive staff of McCann-Erickson, Inc., has been appointed assistant treasurer of that agency.

"Thanks, Doctor!"

It is unique for advertising, widely diversified a medium as it is, to be used by a customer to express appreciation of service rendered to him. But, ignoring mere lack of precedent, Santo Albanese, of 1336 Herkimer Street, Brooklyn, N. Y., took display space in a recent issue of a metropolitan newspaper in order to thank a doctor for having performed a successful operation upon him.

Says Mr. Albanese in his advertisement:

APPRECIATION

I wish to express my sympathy and very cordial thanks to Dr. Lester Miller of No. 820 St. Marks Avenue, Brooklyn, for having successfully operated on me for acute perforated appendicitis with abscess, in the Unity Hospital.

The case was considered very dangerous by doctors who visited me.

Dr. Lester Miller in the above case joined his skill in chirurgy, delicacy and accuracy so that I didn't feel any consequence of the operation, no moral or physical effect, leaving me in perfect health.

I intend with this public declaration to confirm my confidence and that of my family to Dr. Lester Miller.

For the truth, I am

SANTO ALBANESE.

Here we have an unusual form of paid testimonial with the giver of the testimonial paying the bill.

"One of the Finest"

ILLINOIS JOURNAL OF COMMERCE
CHICAGO

Editor of PRINTERS' INK:

Through your Chicago office we received permission to carry excerpts from the very interesting article by Mr. Weld which appeared in a recent issue of your publication (January 28).

I also want to take this opportunity of congratulating you on one of the finest editorial features we have seen in a long time.

J. T. MEEK.
Editor.

Duane Wanamaker with United Air Cleaner

Duane Wanamaker, formerly vice-president in charge of advertising of the Grigsby-Grunow Company, Chicago, has joined the United Air Cleaner Corporation, Chicago, as director of sales promotion. In addition to his sales work in this capacity, he will be in charge of the company's advertising. The company manufactures United cleaners, Sentinel radio receivers and automotive specialties.

Why Don't They Answer?

A Story About a Little Boy and a Booklet That Came Too Late

Characters

Junior, aged 4½

His Father

His Mother

East Orange, N. J.

Thursday Evening

February 4, 1932

JUNIOR: Daddy, let's read before I go to bed.

FATHER: All right, son. What'll it be—Peter Rabbit?

JUNIOR: No, let's read about Billy Bee, the Baked Bean Boy, again.

FATHER: Well, let's see if we can find a Bee's Beans advertisement that we haven't read. Here's one. Gee, that plate of beans looks good, doesn't it?

JUNIOR: Read it, Daddy.

FATHER: Look at Billy, he's helping his father pitch hay. Here's what it says:

"Billy Bee went out one day
To help his father with the
hay.

Bees Beans gave Billy strength
and muscle,
So he was ready for a tussle."

MOTHER: That's terrible! Can't you find anything better than that to read to Junior?

JUNIOR: Oh, that's good, Mother. I like Billy Bee. Why don't you get some Bees Beans for me tomorrow? Will you, Mother?

MOTHER: All right, we'll try them—in spite of the verses.

JUNIOR: Read another one, Daddy. Can you find another?

FATHER: O. K. Here we are:

"The other kids are not so
bright,"

Said Billy Bee at home one
night.

"I think it's 'cause I eat each
day

Bees Beans before I go to
play."

JUNIOR: That's a funny one, isn't it, Daddy? Now let's find another one.

FATHER: What did mother do

with those magazines we were looking at last night?

MOTHER: I threw them out. I didn't know you wanted them saved.

JUNIOR: Aw, gee, Mother, I wanted to see those Billy Bee pictures again.

FATHER: I tell you what, son, we'll fill out the coupon in this advertisement and get a booklet that has a lot of pictures of Billy Bee and some verses about him. All we have to do is write your name in this space and mail it to the Bees Beans Brothers, Boston.

JUNIOR: When will I get the book? Tomorrow?

FATHER: Let's see—today is Thursday. If we mail your letter tonight it ought to be in Boston tomorrow. Then if they send the book right away you'll get it by Monday. Tomorrow is Saturday, then comes Sunday, then Monday.

Monday Evening, February 8

MOTHER: Hello, you're home late. Junior went to bed a disappointed boy. He watched for the mailman all morning. And when he found there wasn't any mail for him he almost cried. "But my Daddy said it would be here today," he told the mailman. And besides, he wanted Bees Beans again for lunch. He wants to eat them for every meal. They are good. I'm going to give you some for supper.

Tuesday Evening, February 9

FATHER: I can't understand, Junior, why the book isn't here. I thought surely you would get at least a postcard saying the book was being mailed. You ought to get some mail tomorrow.

Wednesday Evening, February 10

JUNIOR: No mail came, Daddy. Why doesn't the Billy Bee book come? You said it would.

Thursday Evening, February 11

JUNIOR: I don't think they have a book, do you, Daddy? Why

M E R G E R

THE time for a printing merger has arrived. We are ready to consider such a procedure. Our plant is large, modern and versatile; our financial position is unusually strong. However, our volume of business did fall off 18% in 1931 and, like all New York printers, we contemplate the coming year with no complacency. With our present overhead, we can produce half a million dollars worth more of printing each year. With a comparative slight increase in overhead, we can produce double this sum. By merging with one or more good printers all of us can make more money together than we possibly could apart and we can be happier. Moreover, no concern need lose its personal identity. We are not interested in buying printing plants or printing businesses, but we are intensely interested in a genuine businesslike merger.

PUBLISHERS PRINTING COMPANY

The William Bradford Press

207 West 25th Street, New York City

GOOD COPY

**employs both
telescope and
microscope.**

**It plans for the
future while
taking care of
immediate
needs.**

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 Madison Ave.
New York City**

don't they send me one? I wanted to see some more pictures of Billy Bee.

Friday Evening, February 12

MOTHER: You know, it's over a week since you told Junior you would send for one of those Billy Bee books. Junior has talked about it so much. He asks the mailman every day. He's awfully disappointed. Don't you think you ought to write to them again? Junior wouldn't eat Bees Beans for lunch today. Said he wasn't going to eat them until he got the book. I don't blame the poor kid, either.

FATHER: Let's wait a few days more. It ought to come.

Thursday Evening, February 25

MOTHER: Do you realize that it is two weeks since you wrote for that book for Junior? I think it is awfully mean of Bees Beans not to answer. He did so want that book. I haven't dared mention beans this week for fear of reminding Junior of it. I thought he might forget it. But every once in a while he remembers and asks why the book doesn't come. Here he is now.

FATHER: Well, Junior, I guess we never will get that book we wrote for.

JUNIOR: But Daddy I want one. Maybe it will be here tomorrow. Will it?

FATHER: Maybe. But I wouldn't count on it. We'll have to see if we can't find a book somewhere with pictures and verses something like Billy Bee's.

MOTHER: Well, I know one thing. I'm not going to buy any more Bees Beans.

JUNIOR: Do you suppose the Easter Bunny could be bringing the book? Maybe that's what will happen. Will it, Daddy?

FATHER: Maybe, son, maybe. I don't know.

(Billy Bee's book came on Saturday.

But when Junior comes in from his play

His mother feeds him Cream of Wheat,

He doesn't get Bees Beans to eat.)

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Should Cars Be Owned by Company or by Salesman?

STANDARD OIL COMPANY (INDIANA)
CHICAGO

Editor of PRINTERS' INK:

I would appreciate it very much if you would send me a list of references on articles published in PRINTERS' INK on the subject of whether salesmen's cars should be owned by the company or the salesmen.

JERVIS J. BABB,
Manager of Sales Research.

MOST large fleet operators prefer to own the cars that their salesmen use. This gives them a close control and they can demand careful reports from the salesmen. Companies with a small number of salesmen, however, generally allow the salesman to own the car and then give him a mileage allowance. If the company owns the car there is one difficulty, and that is the question of allowing the salesman to use the car for pleasure driving. The supervising executive of one of the largest fleets of sales cars tells PRINTERS' INK that salesmen will abuse this privilege so his company makes a rule that cars shall be used only for business. This rule is violated, he admits, but he believes that it is not violated frequently and in a surprising number of instances the culprits are caught.—[Ed. PRINTERS' INK.]

New Accounts to Lowell

Phoenix Preparations, Inc., Scranton, Pa., formerly known as the Phoenix Laboratories, has appointed the Mortimer Lowell Company, New York, to direct its advertising account. Plans for its product, Acula, call for use of magazines and newspapers.

The Bonkura Products Company, Inc., Battle Creek, Mich., has also appointed the Lowell agency to direct the advertising of its Bonkura and Bon Sontay Cream. Newspapers will be used.

New Business at Rochester

Vincent A. Moore, for a number of years assistant advertising manager of the Hickey-Freeman Company, Rochester, N. Y., has established his own advertising business at that city.

E. F. Berry with Udyllite

Edward F. Berry, at one time research chemist of the Aluminum Company of America, has been appointed advertising manager of the Udyllite Process Company, Detroit.

"PUNCH'S" PRESTIGE

PRESTIGE is a common word in advertising currency, but it stands for something hard to win and jealously to be guarded in business practice. The dictionary defines it as "influence arising from reputation." It is another name for the goodwill of the Advertiser who has built his product into the consciousness of the buying public. Indiscriminate weight of advertising alone cannot confer it. It develops slowly but certainly around the advertising which pursues a clear unswerving policy, which aims at the intelligent part of a widespread community, and which is found in company the world has learned to respect. In fulfilling the two last-named conditions "PUNCH" is of paramount importance to the Advertiser who is building up prestige. Firstly, because "PUNCH" circulates primarily amongst that section of the public that moulds the buying habits of the rest. Secondly, because throughout the English-speaking world "PUNCH" is believed in with a long-established faith that extends to everything between its famous covers. Directly the advertising of your merchandise appears in "PUNCH," that merchandise begins to gather to itself prestige, to earn goodwill and confidence that are the finest of all bulwarks against trade vicissitude, and the greatest of all forces for trade expansion. Can you afford NOT to use the tremendous and growing power of "PUNCH"?

MARION JEAN LYON

Advertisement Manager, "PUNCH"

10 BOUVERIE ST., LONDON, E.C. 4
ENGLAND

Going Exclusive

(Continued from page 6)

cached in upon only within limits. He was not limiting advertising, so why should he limit retail distribution?

To set against this objection to confining brands to an exclusive dealer there is the opinion of those who know the store field that in that big group of towns where stores with annual volumes between \$50,000 and \$100,000 do more than one-third of the total national business, shoppers know where to get the brands for which advertising has created acceptance and demand.

"Many women shoppers," one man told me, "know the stocks of the various stores better than any one merchant in the town. When I was a retailer I often observed women shoppers telling a salesperson where to look for a certain product, and I have even heard them giving the clerk correct information as to the price. Moreover, the manufacturer who confines his line to a live store in any town will get the benefit of more local advertising than would come to him if he spreads his outlets. More than this, in the smaller towns people look to the local merchant of long standing for advice on products and for guidance in selection."

The Bigelow-Sanford Policy

Coming down to a specific case and a certain product—rugs—the Bigelow-Sanford Carpet Co., Inc., announced a plan of selective distribution early this year. A statement from the company explains it this way:

"Selective Distribution' is now functioning in every Bigelow-Sanford sales territory from Maine to California. . . . Through selective distribution authorized dealers enjoy greater opportunities for expansion, for profit and for local prestige. This policy means that Bigelow-Sanford products are available at retail only in the stores of representative merchants—merchants who can adopt a fixed pol-

icy and live up to it. This is our answer to the meaningless confusion and senseless lack of profit that has been creeping into and gradually throttling the retail energies of the average floor covering department. That is the purpose of the policy—development of a sound dealer organization by safeguarding the profits and prestige of our authorized retail outlets. . . . Over a period of fifteen months the number of wholesalers distributing our merchandise has been reduced by 75 per cent as a preliminary step to the control of our distribution to selected authorized dealers and to the elimination of needless duplication of selling effort and expense which have been contributing factors in operating losses for many wholesalers."

Other features of the Bigelow-Sanford program include closer cooperation with authorized retailers in analyzing the viewpoint of the consumer as a basis for styling, and co-ordination of styling with other factors in the home furnishing industry as exemplified in the undertaking sponsored by the Home Furnishing Guild of America. Tying in with this is one of the most powerful advertising campaigns ever undertaken in the rug and carpet industry, and intensive educational work among retail sales personnel.

A plan of selected dealer outlets was put into effect by W. F. Schrafft & Sons Corporation, candy manufacturer, in 1931.

Dealers were classified as Selected Retailers, if their volume was \$5,000 or more; those outlets with less than \$5,000 being known as Class A dealers. The number of these dealers has grown from around 400 at the beginning of 1931 to around 700 or 800 now, the writer was told.

The plan for Class A dealers is working out especially well; when once sold they usually stick. Jobbers furnish a person to trim windows and showcases for such stores and give advice on how to serve candy and how to keep stores in first-class condition. These service and sales promoters go into the stores once or twice a week.

Mar. 3,

These candies goods. other b of Sch last year Class A

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These dealers sell Schrafft bulk candies as well as the packaged goods. They also sell candies of other brands; but they sell more of Schrafft's. The expansion in the last year has been largely in the Class A dealers.

Schrafft's experience that dealers are inclined to stick to the line once they get it on an exclusive basis partly answers the question in some manufacturer's minds as to whether dealers would be liable to throw out "exclusives" in a time of slack sales.

On this score, G. C. Breidert, general sales manager of the Ilg Electric Ventilating Co., says, referring particularly to exclusive jobbers:

"An exclusive distributor would be a chump to toss overboard a franchise because of the business depression. Our distributors today see a benefit in devoting more time to a specialty line such as ours, presumably because (which is the story we have been telling them) they are assured of protection and a reward for devoting time to sales without fear of some competitor stepping in and upsetting their quotations.

An Exclusive Arrangement Protects Prices

"During the last two years, distributors have been more or less panicky on the question of prices, particularly on articles on which they enjoyed no exclusive protection. It will be obvious that in the absence of exclusive features, a distributor will not sit by and see a competitor slash prices. An exclusive arrangement assures them of protection, justifying sticking to prices and devoting more time to the line. This, of course, is our interpretation, as the result of experience with our own product."

Mr. Breidert is not so minded on the question of exclusive dealerships.

"The true type of dealer," he says, "one who sells a complete line of commodities and appliances, at best devotes only part of his time to lines on which he enjoys exclusive selling rights. A manufacturer would do quite well if he could get 10,000 to 15,000 dealers

all over the United States, each to sell a fair amount of his appliances. In fact, we believe that such an arrangement would be far better than a lesser number of exclusive dealers, who would prefer to work only in the larger metropolitan areas. The former policy would seem to be more advisable, particularly when a national advertising program is carried on.

Exclusive Protection in High-Price Field

"In general, we do not believe that all commodities or products lend themselves to exclusive distribution. The higher the commodity price, the more reason for exclusive protection. This is very well illustrated, we believe, in the example of the automobile industry. No dealer or distributor of automobiles would spend money to train a sales force and do local advertising, if he knew a neighborhood dealer could step in and sell one of the prospects whose interest he had created at no little expense."

In the tire industry, exclusive dealerships have long been an accepted method used by many manufacturers to obtain more aggressive sales promotion and prevent too enthusiastic price-cutting. One manufacturer, whom the writer is not at liberty to quote by name, feels that the exclusive idea is getting stronger.

"We have obtained during the last two years as new representatives for our company," this man says, "just as big new dealers and just as well financed new dealers as in any other period, which causes us to feel that the exclusive idea is one of the dominating reasons why smart merchants of sufficient finances are lending a listening ear to our representatives."

Dealers are sticking to their exclusive lines despite the slipping of sales, this manufacturer finds, but he believes that this is dependent, in some cases, upon whether the manufacturer is on the job sufficiently to provide his dealers with cheaper merchandise under a different brand which the dealer can use to attract people of lower incomes and lower standards.

Preeminent:

La Prensa has approximately 100,000 greater daily average net paid circulation than any other newspaper in Argentina.

La Prensa carries more advertising, including classified, than any other newspaper published in Spanish.

La Prensa carries more cable news than any other newspaper in the world.

La Prensa is a morning newspaper for the family, which means that it is read through and through.

LA PRENSA

of Buenos Aires

"South America's Greatest Newspaper"

Exclusive Foreign Representatives

London JOSHUA B. POWERS, Inc. Paris
220 East 42nd St.
Berlin New York City Buenos Aires

"We feel that the cheaper lines," he says, "should bear a shorter margin of profit, so as not to encourage the dealer to become too much sold on the idea of cheap merchandise. It is best to keep him mindful of the fact that the cheaper article is not the business which produces either a continuously satisfactory profit for him, or a future."

He handles the problem of modifying his plan of exclusive dealerships by permitting the original dealer a small infringement claim in the event that other outlets are secured in a given market. The dealer is further protected by the assurance that if new dealers operate in a manner prejudicial to his profit-making opportunities they will be eliminated. Price advertisements of exclusive dealers are censored by the factory, so as not to embarrass other dealers in their efforts to make a profit.

Drop in Average Radio Sales

That thought leads to an interesting situation among radio dealers. The average sale in radio retailing, which was around \$225 in 1928, dropped to \$65 in 1931—largely due to "midget" sets. For profit sustenance, radio dealers are turning to the sale of electric refrigerators, and it is natural that many manufacturers are preparing to supply these needy outlets, many in addition to those radio manufacturers who have already entered the field. Obviously, there are other considerations back of this trend, such as the alternating peak seasons of radio and refrigeration and the potentialities of the national market.

A large distributor of electrical appliances for the home tells of a similar trend of dealers toward higher-priced products. It was his experience that dealers who would not take on washing machines a few years ago, because of the amount of work required to sell and service them, are now seeking these higher-priced products because of the necessity of producing profits.

In the final analysis, from the dealer standpoint, it often gets down to a question of how much

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sales effort a retailer, under existing conditions, is forced to make under the economic necessity of producing the profits he requires to stay in business. If aggressive merchandising and promotion are required at the point of sale—along with more or less servicing—the dealer is likely to seek the protection of an exclusive agency or some assurance of controlled distribution. And the manufacturer of products that stand to benefit largely from concentrated pushing by selected outlets, rather than widespread availability as a convenience to consumers, also sees ultimate larger volume and less price competition in the same direction.

A Vote for Continuing with "Tooth Powder"

DENTAL SURVEY
MINNEAPOLIS

Editor of PRINTERS' INK:

"Consistent Student" John W. Clisold, raises an interesting question in the "Little Schoolmaster's Classroom" when he asks, "Which is correct, tooth powder or teeth powder?"

Most of us, fortunately, have more than one tooth, so I suppose "teeth" brushes and "teeth" powder might go all right, but the pronunciation of the syllables necessary to put that idea across gives such a lisping, pansy-like effect that I for one, am in favor of sticking to the old method of referring to them as though they were units used for the cleansing of a single tooth at a time.

H. B. WHITING,
Vice-President.

Sun Glow Takes Over Bye-Lo

Sun Glow Industries, Inc., Mansfield, Ohio, manufacturer of infant and juvenile furniture, has taken over control of the Excelsior Manufacturing Company, Columbus, Ohio, manufacturer of Bye-Lo infant and juvenile furniture.

Frank Zieg, president of the Sun Glow company, becomes president of the Excelsior concern and W. C. A. Bickham, formerly president of the Excelsior company, becomes vice-president and general sales manager.

Paul Wing Joins Benton & Bowles

Paul Wing, formerly with McMullen, Sterling & Chalfant, Inc., New York advertising agency, has joined the staff of Benton & Bowles, advertising agency, also of that city, where he will specialize in radio. He was at one time with the former George L. Dyer Company and, before that, was manager of the Eastern office of Critchfield & Company.

eight years of leadership must be earned

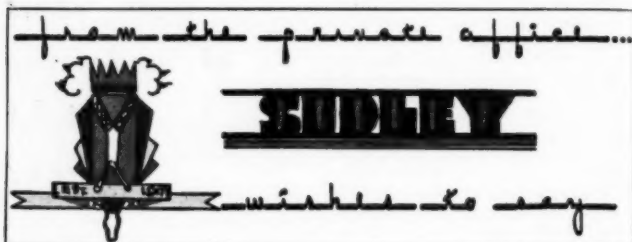
Any advertising medium, to maintain the pinnacle position of advertising volume for so long a period, must be able to deliver to its advertisers results, repeatedly, consistently. For eight consecutive years the NEWARK EVENING NEWS has led the country's six-day media in classified and automobile lineage. No truer barometer of reader interest can be furnished than the classified record—no better proof of wealth, buying power and responsiveness than the automobile record. In Essex County, mainly Metropolitan Newark, there are 23.1 cars to every 100 people, and 48.7% of them cost over \$1000. The Newark Market is the logical place to develop sales—the only medium necessary is the

Newark Evening News

EUGENE W. FARRELL
Business and Advertising Mgr.
215-221 Market Street
Newark, New Jersey

O'MARA & ORMSBEE, INC.
General Representatives
New York Chicago Detroit
Los Angeles San Francisco

This Firm Has Fun in Its Work



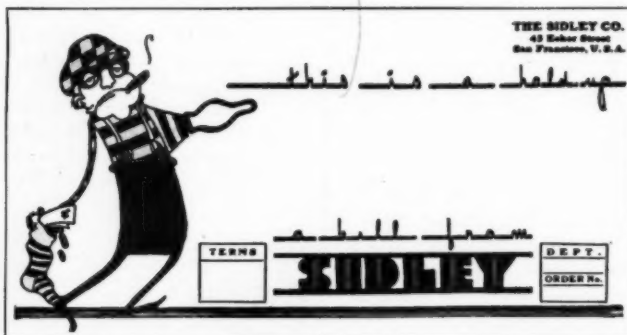
IN these days of sympathy-seeking business folk and prosperous red ink manufacturers there are some concerns that still find a lot of fun in their work.

One of these is the Sidley Company, San Francisco, maker of garters that "Cover a Multitude of Shins," suspenders that are "The Support of Nations," and girdles that are "Fit for a Lady."

A new letterhead and invoice blank have been adopted by Sidley. They represent a new vogue in business stationery and have been put into use because of the company's desire to inject originality into every phase of its activities.

Due to the unusual layout of the letterhead no salutation is required. The letter starts right off as a continuation of the line "Sidley Wishes to Say—" The name and address of the individual to whom the letter is addressed together with the date are given at the extreme left-hand side at the bottom of the letterhead. The Sidley Company's address likewise is at the bottom.

Incidentally, here is a letterhead that offers a solution to those firms that have the difficulty in addressing their unclassified customers and prospects as "Dear Mrs., Miss or Mr."



New Business at Salt Lake City

Western Graphic, Inc., is the name of a new commercial art and advertising business with offices in the Continental Bank Building, Salt Lake City. C. E. McIlrath is manager; W. S. Burnham, secretary, and F. D. Hickman, treasurer.

With Bonney Forge & Tool

G. Fred Sherman, formerly assistant sales manager of Tube-Turns, Inc., Louisville, has been appointed manager of sales of the forged fittings division of the Bonney Forge & Tool Works, Allentown, Pa.

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Let's Get Away from Price

It Has Lost Its Effectiveness as an Advertising Appeal and Has Demoralized Some Businesses

By Edward Krebhiel

President and General Manager, Gomanco, Inc.

INEVITABLY in hard times the price yardstick shortens. Men are compelled to sell, and they cut their prices as the first, and usually the only, means they know of, to secure income. What one does his competitor must do, or lose his clientele. One can't sit in this game without meeting the ante. In this instance, the weakest financially, often sets the pace.

* * *

As conditions grow worse and worse, rational merchandising is thrown to the winds. A stampede of price-cutting sets in. The only direction is down, and still further down. Rock bottom prices come to be regarded as the life belt, and everyone is fighting his neighbor for the possession of the preserver labeled "the lowest prices in history."

When a line of goods has been pushed to the lowest possible price, the quality of the goods is cheapened; skimp cuts replace full cuts; inferior workmanship or materials are admitted; firsts give way to seconds, and these to thirds; houses give up their rigid inspections and close their eyes to defects or poor qualities. Standards are scrapped in the heat of competition. Reputations that it took years to acquire, are thrown into the whirlpool, and the good-will of many a business is sacrificed to the current.

This surrender of policies and standards is accompanied by an accelerated advertising effort. The papers and the air are filled with claims of underselling, with price appeal. Competition sets in here, too. The claims of one must be outdistanced by the next, which leads to a welter of wild statements and a din of sound.

Extracts from a paper read at the Third Annual Wharton Institute of Business, held recently at Philadelphia.

The object seems to be to make larger claims than a competitor rather than make a more trustworthy statement. Under this influence the radio has become hysterical, and sobs into the home its prayers to buy and its offers of cash prizes for some trifling word construction "accompanied by ten labels." It is no wonder that this process results in overshooting the mark.

Advertisements have lost some of their acceptance and effectiveness, customer confidence has been reduced, radio was never more unpopular, and low prices are no longer exciting or news; all of which is bringing business men to the realization that this course, if pursued, can lead only to the gutter and to utter demoralization. Probably most of them have hated what they felt they had to do, and many have been looking for some avenue of escape.

The Shrine of Volume Loses Worshipers

Some businesses have already given up worshipping at the shrine of volume, and are endeavoring to sell at stabilized prices which will yield a profit at less volume. Advertising is putting more and more emphasis upon praising goods and their use to consumers than on its cheapness. Everywhere, too, there is searching for goods that are new or different, that can escape the crushing toils of price restriction.

These are signs of returning sanity and of the realization that lower prices alone will not conquer or cure a depression. When consumers begin to buy goods because they want them, and because of the satisfactions they derive from them instead of because they are low priced, we shall be moving out of the depression.

Equalizing Stocks During a Package Change

PABST CORPORATION
MILWAUKEE, WIS.

Editor of PRINTERS' INK:

We are making a change in some markets in the size of one of our containers. The problem of effecting the change with the least possible loss is quite an important and difficult one, due to the fact that in many cases jobbers' and even retailers' stocks have to be picked up. No doubt you have a file as to how other manufacturers solved this problem. We would appreciate any information you can give us.

AUGUST PABST,
Vice-President,

in Charge of Malt Syrup.

WHEN General Foods, Inc., recently changed one of its packages it arranged that jobbers who were heavily stocked with the old package ship to jobbers who did not have heavy stocks, thus equalizing the amount of merchandise in old packages throughout a territory. The same plan was worked in a small way with retailers. Such a plan does not make it necessary to junk any merchandise packed in old containers and gets all jobbers and retailers in the territory ready to work almost simultaneously on the new package.

**Sufficient Advance
Notice Is Usual**

Most manufacturers when they change their packages notify dealers and jobbers some time in advance that a change is to be made. Experience has shown that it is seldom necessary to make such notification more than two months in advance. Salesmen are instructed to keep a close watch on stocks so that jobbers and dealers do not order too much merchandise packed in the old-style package.

There are bound to be some difficulties in changing from one package to another, but these can be minimized if everyone is notified far enough in advance and if an equalization plan, such as that worked out by General Foods, is put into effect.—[Ed. PRINTERS' INK.]

Record Thirty-day Campaign Started

"The biggest advertising campaign for a thirty-day period in the history of advertising" is the way advertising activities in connection with the anti-hoarding drive are described. The drive is being conducted by the Citizen's Reconstruction Organization, which is getting the support of all factors in advertising.

Among newspaper publishers, 95 per cent have indicated their willingness to publish advertising copy without charge. More than 400 larger city dailies are now running initial copy. Leading advertising agencies are giving their co-operation in the preparation of copy. Radio, both network and independent stations, are making their facilities available. Magazine, newspaper, direct-mail and outdoor advertising likewise are helping to carry the message of "putting idle money back to work."

Since the announcement of the plans of the organization, according to its chairman, Frank Knox, who is publisher of the *Chicago Daily News*, hoarding has stopped and more than \$50,000,000 has been brought back into circulation.

Bruce Gallup with Columbia Pictures

Bruce Gallup, formerly advertising and publicity manager of United Artists, has been appointed advertising and publicity manager of Columbia Pictures.

With De Soto

Hugh Higginbottom has been appointed assistant to the general sales manager of the De Soto Motor Corporation, Detroit. He succeeds Fred Hunt, who becomes manager of the Philadelphia district.

Heads Yawman & Erbe

Francis J. Yawman, formerly vice-president in charge of sales of the Yawman & Erbe Manufacturing Company, Rochester, N. Y., office equipment, has been elected president. He succeeds the late Gustav Erbe.

Pacific Frosted Foods to Erwin, Wasey

Pacific Frosted Foods, Inc., San Francisco, has appointed the office at that city of Erwin, Wasey & Company to direct its advertising account.

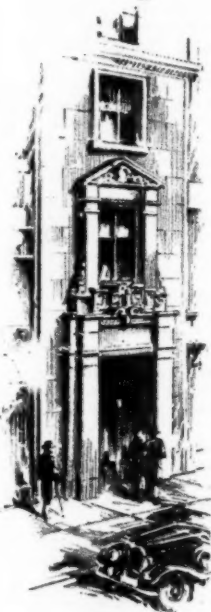
Joins Patent Cereals Company

Harold Schulze, formerly advertising manager of the Hickok Manufacturing Company, Rochester, N. Y., has joined the Patent Cereals Company, Geneva, N. Y., as a member of the sales staff.

Lumber Publications Merged

The *American Lumberman*, Chicago, has purchased the *National Lumberman*, New York. The latter publication will be merged with the *American Lumberman*.

MOVE TO THE *KEY* BUILDING OF THE PUBLISHING DISTRICT



TAKE advantage of the geographical grouping of the publishing business to locate your office in the Putnam Building at 2 West 45th Street. Your accessibility, the distinguished neighbors, and the economy rentals make tenancy in the Putnam Building almost a necessity. Suites of 250 to 6,000 square feet warrant your attention.

PUTNAM

• BUILDING •

2 West 45th Street
New York

Owned and Managed by the SPERRY REALTY COMPANY . . . Offices on Premises

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

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NEW YORK, MARCH 3, 1932

When You Sell Space

The Geyer Company has just adopted a simplified method of buying space. Its details are similar to those of a plan introduced by Kenyon & Eckhardt, Inc., about a year ago and described in PRINTERS' INK at that time.

The company gives five suggestions for presenting a medium's selling story. Four are so universal in their application that they deserve the careful and thoughtful attention of all publication representatives. They are:

First. Be concise. Eliminate fundamental generalities. Your agency audience is experienced.

Second. Eliminate all personal remarks concerning the agency or its personnel.

Third. Base your presentation on new and specific data. Sell your own publication—don't be competitive.

Fourth. A complete presentation

can best be made if it does not require more than one-half hour.

All of which seems to be an effective presentation of what to do and what not to do. Why wouldn't similar principles work in the selling of other things?

Prices and Competition

One of the commonest alibis for decreased earnings today is "price competition." Practically every company believes that it is the innocent victim of profitless price-cutting on the part of competitors and the trade.

William H. Lalley, president of the Kelly-Springfield Tire Company, voiced a common but frequently fallacious business credo when he said in his annual report for 1931: "The operations for November and December would likewise have been satisfactory if there had not been a substantial price-cut during these months by the industry with which your management was not in accord, but naturally we were forced to lower prices in order to meet competition."

We hope that Mr. Lalley inserted the word "naturally" by mistake. There are times, of course, when competitors' prices must be met. Perhaps there was no other way out for Kelly-Springfield, for conditions in the tire industry have been particularly chaotic.

But there is no law, economic or other, that compels a company to cut its prices with the rest of the industry. Attempting to meet every price change of competitors has been the fatal error of many a company.

Alert merchandisers have discovered many ways to meet price competition without lowering prices. Examples in almost every industry could be cited. Some do it with new markets, improved products, better quality; others try new ideas in selling and advertising; still others reduce their costs. The different methods are too numerous to mention. The majority of them, however, have had this in common—they have succeeded in emphasizing some new idea or feature other than price.

We agree with W. L. Churchill when he says, in his forthcoming

book, "ally the their b this my compet respons prices t

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book, "Pricing for Profit": "Usually those who are the strongest in their belief that prices are fixed by this mysterious force that they call competition are themselves largely responsible for depressing such prices to subnormal levels."

Hardy Perennials

Spring is approaching. The thoughts of advertising men who like to putter in their gardens are turning to their perennials. Their hobby should come as second nature to their work. Advertising, itself, in the discussions which blossom into speeches and letters to the editor, has its own collection of hardy perennials.

There is the question of rates, for example. The date when this issue planted itself in advertising history is unknown. Records show, however, that the first discussion meeting of the Sphinx Club on October 27, 1896, concerned itself with "Are Newspaper Rates Too High?" The rate question is a perennial that will probably be with us as long as there are rates to talk about.

What are some of the other topics that provoke widespread discussion today?—"Substitution"—"Selling goods without a profit"—"Advertising position in publications"—"How can advertising be freed from impurity?" Old-timers before the footlights of the advertising stage, all of them. Each of them was a topic at the first seven meetings of the Sphinx Club in 1896 and 1897. Hardy perennials, they get attention today as yesterday, even as they will tomorrow.

"Bearish" Bookkeeping Current industrial corporation reports should be read with a grain of salt, a microscope and a hard-boiled mental attitude. There is no uniformity in industrial bookkeeping practices; no law against making figures tell little white lies.

When security prices are high and common shares are being passed along to an avid public, there may be reasons for dressing

up profit statements. Just now, while the erstwhile speculating public still has a dark-brown taste in its mouth, there is no particularly good reason for calling attention to undervalued plums. In times like these earnings statements often are bowed down with everything a "bearish" bookkeeper can hand them.

Cynically speaking, there are a number of reasons. What is the use of making a good showing when nobody is looking for it? Every little thing that is hidden now will deepen the rosy tinge of later recovery. "White elephants" that were nursed along when the going was good can now be charged off and stockholders will indulgently blame it on hard times rather than on erring management. The public, as already hinted, will stand disdainfully aside and permit insiders to pick the plums at their leisure.

And there is one particular reason that is more to the point for advertisers. Where new merchandising methods, new advertising appeal, new products have resulted in increased volume and profits, there is a tendency to throw competitors off the scent by concealing real earning power.

Depreciation charges are very flexible. Operating expenses are far from rigid; in the development of new products it is possible to charge a great deal to operating expenses which could just as handily be set down as capital investment. There is more than one way to keep competitors quiescent while you steal a march on them.

Some real "good things" are being cautiously camouflaged today by skilful figuring.

Markets In Vaults

Some companies have juggled with long standing merchandising policies to maintain profits at the level of previous years. This tampering with proved marketing plans may show immediate results in the way of reduced expenses that permit a corporation to make up a financial statement that will appeal to stockholders. But the long-time results may not be nearly so satisfactory.

takes them entirely at their face value is likely to find, in some cases, that his confidence has been misplaced.

We are not inferring that corporate accounts have been juggled to make a good showing. We refer to the fact that some companies have juggled with long standing merchandising policies to maintain profits at the level of previous years. This tampering with proved marketing plans may show immediate results in the way of reduced expenses that permit a corporation to make up a financial statement that will appeal to stockholders. But the long-time results may not be nearly so satisfactory.

Gilbert T. Hodges, president of the Advertising Federation of America, in an address last week at the New York Advertising Club, brought out this vital point in a most graphic manner. Said Mr. Hodges: "Economizing on the budget by pruning unnecessarily has undoubtedly saved many a pint of red ink, but the wise business man knows that economy alone will not safeguard his future. He cannot put his markets in a vault."

Slack Season Bonus Plan

The Studebaker salesmen's bonus plan, described on page 28 of this issue of *PRINTERS' INK*, is an unusually sound compensation plan for industries that have seasonal sales peaks and valleys. By setting aside a bonus on each car sold to be paid the salesman when his busy season is over Studebaker discourages the floaters and gives the good salesman a cushion to rest on during periods when even the best salesmanship produces few sales.

The trouble with most bonus plans is that they award the salesman extra money during a heavy selling season. Being extra money that comes at a time when the salesman's earning power is at its peak, it is money that is easily spent and quickly forgotten.

Manufacturers have recognized this factor in awarding merchandise prizes in sales contests. This type of prize is not quickly expendable

and is just as good in bad seasons as it is in peak seasons. However, in hard times the valley periods of the sales curve often leave salesmen in dire need of money to buy the bare necessities of life and a salesman in dire need cannot be an efficient salesman.

This psychological factor plays an important part during depression periods and there is little question that financial worries today are having a definite slowing effect on business recovery.

* * *

The Battle of the Ranges

The electrical industry's three-year drive on electric ranges puts a merchandising problem squarely up to the manufacturers of gas and oil ranges. With the picture before them of what happened in the refrigeration field once electric refrigeration began to be advertised and merchandised heavily, these manufacturers cannot afford to waste time in getting ready their counter-offensive.

One example of what they can do is to be found in the experience of the American Stove Company which, in the midst of most discouraging conditions, brought out a new line of stoves, radically different in design. The result of the company's program was a new conception among consumers of what a gas range should be. According to Louis Stockstrom, president of the company, within a year after the introduction of the new line the company found the utmost difficulty in disposing of ranges made up according to old designs.

The gas industry is in a far stronger position merchandisingly today than it was a few years ago. It has met the competition of the electrical industry on various types of products and has introduced modern methods of salesmanship. These methods should stand it in good stead in meeting electric competition.

Close attention to design, modern merchandising methods, sound advertising copy; those are three pretty good ingredients to mix in any extensive sales campaign.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

A MARGIN of man-power, somewhat beyond production needs, is regularly maintained by this agency. That is one reason why we can render service with extra thoroughness.

Moreover, the policy of "creative reserves" means that normal growth in clientele is readily absorbed by a staff trained in advance.

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Dr. Weld Addresses Magazine Club

Buying power indexes, as concerns their preparation and use, were discussed by Dr. L. D. H. Weld, director of research of McCann-Erickson, Inc., at this week's meeting of the Magazine Club of New York. The commonest error to be avoided, it was explained, was the use of any one factor as an index to ascertain buying power. Indexes must consist of several factors, none of which can be guessed either in their break-down or in establishing their relative weights; these must be determined by correlation.

The principle of correlation is used to work out the degree of relationship between corresponding data. Many people, Dr. Weld stated, do not realize how buying power varies by States. In some instances, it is off as much as 45 per cent from the average for the country and, in other cases, it is as much as 45 per cent above the average.

The next meeting of the Magazine group is scheduled for March 21.

* * *

Chicago Re-Employment Group Appoints

Basil Church, Chicago manager of the Capper Publications and chairman of the Chicago Advertising Council, has been appointed promotion chairman of the Chicago Campaign for Re-Employment of Men and Money. Mr. Church will organize a group of men representing various divisions of advertising to handle the promotional work of this program, which is affiliated with the United Action for Business Recovery Campaign.

F. J. Ashley, publication manager of *Chicago Commerce*, has been appointed co-ordinating chairman of the drive.

* * *

California Golfers to Meet

The Advertising Golf Association, San Francisco, will start the 1932 season with a tournament at the Orinda Country Club on March 10. Following this meeting monthly tournaments will be held, at various clubs, until October.

Officers of the association include Lewis W. Clark, president; C. M. Seymour, vice-president, and Robert Gates, treasurer. Directors are Frederick Keast, E. B. Skinner, Kendrick Vaughan, R. H. Cossitt and K. G. Ingram.

* * *

Buffalo Club Elects

The Greater Buffalo, N. Y., Advertising Club has elected Charles P. Penney president to succeed John N. Garver, Jr. Other officers elected are: First vice-president, Fred A. Peacock; second vice-president, Edward J. Meyer; treasurer, K. C. Everts, and secretary, Charles A. Coupe.

New directors of the club are: Joseph M. Boehm, Neil D. Callanan, John Daniels, Jr., W. Arthur Lansill and Harry W. Whitney. Charles J. Thomas continues as executive secretary.

Chicago Typographic Society to Hold Exhibit

The sixth annual exhibition of Chicago fine printing will be held by the Society of Typographic Arts, Chicago, beginning April 18 at the Newberry Library. Entries for the exhibition, which is open to books, broadsides, announcements, all forms of printed direct-mail advertising, carton designs, newspaper and magazine advertisements and other kinds of printed matter, will close March 26.

W. Rodney Chirpe is chairman of the exhibition committee which includes Ernst F. Detterer, Harry H. Farrell, Park Phipps and Allan D. Parsons. Frank Young, Charles MacDougall and Edwin B. Gillespie compose the committee on awards.

* * *

Chicago Newspaper Representatives Appoint

The board of directors of the Newspaper Representatives Association of Chicago has appointed Elmer DeClerque, of Henry DeClerque, Inc., vice-president of the association. This appointment is to fill the unexpired term of J. B. Shaw, of John B. Woodward, Inc., who is now located in New York.

M. Vincent Gottschalk, of A. E. Clayden, Inc., has been appointed a director to fill the directorship left vacant by Mr. DeClerque's appointment.

* * *

Advertising Women to Hold Annual Dinner

The annual dinner dance of the League of Advertising Women of New York will be held on March 15 at the Waldorf-Astoria, Hotel, New York. The affair is for the benefit of the League's mutual fund, which provides for two annual scholarships and finances the League's employment and other welfare work.

* * *

Rochester Women's Club Elects

The Women's Advertising Club of Rochester, N. Y., has elected Edna Bollow as president. Other officers elected are: Alice Masseth and Gertrude Stallman, vice-presidents, Irene Ennis, treasurer, Esther Heinrich, corresponding secretary, and Adeline Bush, recording secretary.

Appoints Boston Agency

The Park & Pollard Company, Boston, manufacturer of dry mash, poultry feeds and dairy rations, has appointed Badger and Browning, Inc., of that city, to direct its advertising account.

Represents the "Bystander"

T. L. Bailey, formerly advertising manager of Otis & Company, Cleveland, is now representing the *Bystander*, of that city.

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Making It Float

IVORY soap floats in water but Lanchère cold cream soap floats in air. At least it appears to be floating in air in the advertisement reproduced here. Besides being an unusually attractive business-paper advertisement it is an interesting example of trick photography.

Here is the way it was done: The models were posed as you see them, in the various poses, from above and from below. It was necessary to pose the one girl on a step-ladder to get the effect of floating. The ladder was cut away from the print afterward and just the figure of the model was used.

The background was next selected, being a piece of painter's canvas about twenty by twenty-four inches. It was given a dull, all-over coat of gray and then the bubbles and clouds were painted on it in various shades of gray.

The photographic cutouts of the models were mounted on the bubbles and a photograph of the soap in the postures shown in the finished picture.



This composite painting and photograph was then retouched and re-photographed.

The final result, shown above, attracted considerable attention when used in an advertisement by Marshall Field & Company, wholesale, as an all-over background.

Clothing Account to Towell

The Janesville Clothing Company, Janesville, Wis., work clothing, overalls and children's play suits, has appointed Arthur Towell, Inc., Madison, Wis., to direct its advertising account. Sectional farm papers and direct mail will be used.

With Ronalds Agency

Bevis W. Turnbull, for the last year director of the publicity department of the Canada Steamship Lines, Montreal, has joined the Montreal office of the Ronalds Advertising Agency, Toronto, in an executive position.

Advanced by General Electric

M. F. Mahony, manager of the sales operations division of the electric refrigeration department of the General Electric Company, has been appointed manager of the merchandising division.

C. H. Davis with Dow Drug

Charles H. Davis, for a number of years with the Walgreen Company, Chicago, and, before that, with the Louis J. Liggett Company, has been appointed advertising manager in charge of purchase, sales, advertising and display of The Dow Drug Company, Cincinnati.

Appoints Shumway Agency

The Fred W. Mears Heel Company, Auburn, Me., with factories in New Hampshire, Ohio and Missouri, has appointed the Franklin P. Shumway Company, Boston advertising agency, to direct its advertising account.

Underwood & Underwood Appoint

George R. Cheadle, formerly with the Detroit News, has been appointed Detroit representative of Underwood & Underwood, photographers.

The Little Schoolmaster's Classroom

THE nut customer who is always thinking of new ways to use old products has for many years been a potent source of help to business organizations. Yet it is doubtful whether the refrigeration industry is going to be very much helped by a suggestion sent in by a lady who can scarcely be called a nut—rather a sufferer. This lady wrote to the manufacturer as follows:

"I have made a remarkable discovery. I have found that by opening my gas refrigerator door several times a day and breathing deeply the cool, dry air which comes out, my hay fever condition is improved."

Naturally it wouldn't do to try and turn pantries into hay fever clinics, yet who knows how many sales such an angle might not help create? Those hay fever people will try anything once.

* * *

Shoe retailer Pidgeon, of Rochester, N. Y., is getting people into his store and is paying for the privilege of having them as visitors. His plan isn't new to the Schoolmaster but it evidently is to several members of the Class who have written him that here is an unusual plan to build business.

His idea is this: Once each week he presents an illustrated talk on the proper care of the feet and the right type of shoes to wear. These meetings are attended by from 75 to 150 women each night, with Mr. Pidgeon paying twenty-five cents for each visitor. His payments are made to organizations of which the women are members, such as church societies, lodges and clubs.

The arrangement has its appeal to the officers and members of the various organizations who find the opportunity not only one for an evening's activity but a means of replenishing club treasuries as well. No actual attempt is made to sell shoes at these gatherings, nevertheless much selling work is actually accomplished.

With advertisers expressing satisfaction over the results of advertising that has gone entertainment, there should be many opportunities for putting merchandising into a program setting that invites participation through showmanship adaptability. The Schoolmaster recalls a Chicago laundry which brings large numbers of its customers and prospects into the plant for tours of inspection. Women's organizations are told that if a certain number of their members will make up an inspection party, the laundry will pay \$25 to the club treasurer.

* * *

It is a difficult thing for stores which cater largely to women to bag male patronage. Men shy away.

But the prospects can be caught and business transacted without their coming near the store, as the experience of Bonwit Teller demonstrates. Under the letterhead of the "Ladies Protest League for the Prevention of Cruel and Useless Gifts," the store had "Phyllis Talbot" write a select list of business men and inform them that the long-suffering women of America had risen in wrath to protest against the annual deluge of useless Christmas gifts from well-meaning males.

The letter explained that "Miss Talbot" had waited on hundreds of women ranging from debutantes to dowagers and knew their tastes by heart. She asked that an enclosed questionnaire be filled out which called for information concerning the relationship of the person for whom gifts were intended, whether the person was brunette, blonde, conservative or impetuous, and what was the nature of last year's gift.

The first mailing went to a list of 10,000 names, including the membership of the New York Stock Exchange. This brought 700 replies. Within a week the entire list was telephoned, with

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Objection Sustained!

THOSE words which come as a relief and a justification to many an attorney for the defense, come as a body blow to the publisher and his representative. They have, in such a case, the added difficulty of not being even heard by the men most concerned.

Away off in some back room, far from the little wooden fence in the reception hall, a "big shot" who has never heard the full story of the medium's reasons for being on a list, sustains some objection of the man who hasn't been quite convinced by the representative's sales talk.

It may be a real reason for not using that particu-

lar medium at that time.

In many cases it is an objection which is trivial or unwarranted, based upon a lack of complete knowledge of the facts.

No matter how well presented the facts were, they came second hand to the big "no" man in the back office.

Isn't it only fair to give a good salesman the sort of supplementary selling help which will enable the man who makes the final decision to act in full knowledge of all the facts?

The way to reach this man and his associates, many of whom may have a voice in the final decision, is to advertise in the

PRINTERS' INK PUBLICATIONS

Sales Promotion Man Wanted

Large Detroit Manufacturer, marketing line of nationally advertised package goods, has splendid opportunity for experienced sales promotion man who can write, has good ideas and is a hard worker. Do not answer unless you are 30 to 35 years of age and have had several years' experience in sales promotion and advertising work for some other national advertiser. Salary \$4,000 to \$5,000. Give full particulars.

Address "A," Box 295
Printers' Ink

Sound, Practical EXECUTIVE Available

Seeks connection with large, well-established manufacturing concern. Constructive ideas, abundant initiative and proven ability in solving problems of overhead and declining sales. Widely known as the Merchandiser of commodities now on market. Has recently secured products and developed manufacturing and sales for prominent corporation.

Address "B," Box 296
Printers' Ink

surprisingly few rebuffs. "Phyllis Talbot" represented the store's personal shopping service. Its members accompanied men through the store. Others called at offices with gift selections.

Response to the mailing was so gratifying that a second mailing of 10,000 letters and, later, another of 5,000 were sent out with returns proportionate to the first mailing. In the intervening time the store has checked up the results revealed to your Schoolmaster. Men buyers increased far more than 50 per cent over the previous holiday season. Their purchases more than paid for the campaign and, in addition, there are a number of instances of new accounts being opened by women for whom gifts were bought.

Other instances show that men are following through and getting help in the selection of birthday and anniversary gifts. The whole campaign appeals to the Schoolmaster as demonstrating how subtle planning can catch the elusive prospect and his dollars as well.

A. O. Buckingham, advertising manager, Cluett, Peabody & Co., Inc., wishes to enter his company's advertising in the long-time advertisers' stakes. While Arrow advertising has not been appearing in consecutive issues of *The Saturday Evening Post* the company has been using the *Post* consistently since 1900.

"Recently," Mr. Buckingham tells the Schoolmaster, "there was prepared an exhibit showing all of our advertisements in that magazine since 1900. Put side by side these advertisements would make a continuous line 471 feet long. Counting individual insertions, this advertising has consisted of 782,586,049 advertisements which, if laid end to end, would extend for 172,920 miles."

The Schoolmaster wonders if any other advertisers of long standing have gone into equal detail in figuring their volume of advertising. Such computation has been made for individual campaigns frequently but seldom for advertising carried over a period of

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420 Lexington

TORONTO
HALIFAX
MONTREAL
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years. There are a number of advertisers who have invested greater sums for advertising than Cluett, Peabody and it is probable that some truly staggering figures would result if these figures followed the Arrow system of computation.

* * *

In a business-paper advertisement, the Western Cartridge Company outlines a test which strikes the Schoolmaster as being one of the most fascinating and convincing—if it works—of which he has heard in a long while.

The advertisement features the company's Super-X cartridge. It claims this cartridge has greater striking force. To prove this point, the company suggests that dealers make the following test:

Take a small block of wood and mount it on a box. Fire two shots at it from a distance of twenty-five feet, first with a comparable cartridge and then with a Super-X. If hit both times in dead center, the company is confident that the block that is struck by the Super-X cartridge will be knocked many feet farther than when the block is hit by another bullet.

"Make this simple test yourself," says the copy, "out behind your store. The distances the blocks will be knocked will vary according to the size, weight and hardness of the blocks, but the greater striking power of Super-X .22's will be clearly demonstrated."

The only objection the Schoolmaster sees to the plan is that he

THE WOMANS PRESS

National, Official Magazine
of the Y. W. C. A.'s

CONVENTION NUMBER

for April. The National Biennial Convention will be held in Minneapolis, Minnesota.

May 5 to 11

2,000 delegates, leaders of the Y. W. C. A.'s will attend. Our services to advertisers in the Convention Specials will establish a contact with those attending the Convention.

Our forms for the April number close March 15.

For further information write or telephone:

DOROTHY PUTNEY
Advertising Manager

600 Lexington Avenue, New York
PLaza 3-4700

"That Thousandth of an Inch Between Success and Failure"

Bases on one simple but elemental adjustment.

999 advertising failures did not understand. The thousandth man did . . . and he towers as a consequence.

Mailed Without Charge on Letter-Head Request

ROBERT RUXTON
10 High Street Boston, Mass.

Sam Goldberg says!

Circumstances enable him to consider one more publication for Eastern Representation. Trade or Class publication with known circulation.

Send recent issue of publication, rate card and other details to

420 Lexington Ave., New York, N. Y.

FLASH YOUR CAMPAIGN

With Quigley Cloth or Drill
Banners — Folded Edge
Weatherproof Fibre Signs
Cloth and Paraffine Signs

QUIGLEY LITHOGRAPHING CO.
115 West 5th Street Kansas City, Mo.

TORONTO HALIFAX MONTREAL WINNIPEG LONDON, Eng.	"GIBBONS KNOWS CANADA" J. J. GIBBONS Limited CANADIAN ADVERTISING AGENTS	REGINA CALGARY EDMONTON VICTORIA VANCOUVER
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doubts whether he could hit a small block of wood dead center from a distance of twenty-five feet. What then, Western Cartridge Company?

* * *

"Yes, siree—the Government is paying for this," said a purchaser who had just been informed of her tax refund . . . and she purchased a new Capehart automatic radio combination, the remarkable instrument which we have just introduced.

That is the first paragraph of a letter which has come to the Schoolmaster's desk. It illustrates the selling alertness that takes advantage of every opportunity.

Read on about the "Capehart" and you will see that this letter—which bears the signature of The Aeolian Company, P. R. Bowers, Manager, Radio—Music Dept.—is shooting with a quality product for rather large chunks of change graciously returned by the Collector of Internal Revenues:

"Containing a custom built thirteen tube Superheterodyne radio, it is also equipped for additional speakers in remote positions, enabling one to enjoy both the recorded transcriptions and radio reception in tap, billiard or music room; in the pool, gardens or on the lawn."

Yes, siree—there's an example of wide-awake selling. The Schoolmaster would like to conceal his envy of that selected group of persons blessed by a draw-back of redundant taxes from the Treasury; but he can frankly commend the salesmanship of Mr. Bowers.

* * *

In these days of price slaughtering it is more than ever desirable to protect consistently advertised brands from depreciation in the consumer's mind. Julius Kayser & Co., the Schoolmaster learns, have long used an effective means. This company makes it a condition of sale of discontinued lines of hosiery, underwear and gloves, sold to dealers at price concessions as "special sale" merchandise, that the dealer will not mention the name or registered trade-marks of the maker in his advertising.

At the foot of order forms for such merchandise is this agreement, which the dealer signs:

This order represents job merchandise, and it is a condition of sale that the name Kayser or any of the Kayser registered trade-mark names do not appear in connection with the re-sale or advertising. This includes private mailing circulars, window display cards or any form of advertising whatsoever. The purchaser hereby agrees that the above condition is fully understood and will be strictly adhered to.

A complete list of brand names is appended.

Thus, the retailer with a special offering to make, simply advertises the merchandise as the "product of one of the largest manufacturers," and price integrity on going lines is not assailed.

* * *

When a company makes "a frank confession" as did the Gillette Safety Razor Company in its recent unusual—to say the least—newspaper advertising, it reacts in various ways, sometimes destructive of good-will.

The Schoolmaster chuckled a bit when he saw how one dealer in New York City tried to cash in on this advertisement. Splitting the copy between the two wide-measure columns, this dealer mounted the two parts on a card-board, with a wide space between upon which he printed, by hand:

"We carry forty-one makes of blades to fit this type razor."

High spots of the copy, such as "we found to our great disappointment," and "quality had been sacrificed," were heavily underscored on the card displayed in this dealer's window.

After observing this sweet use of adversity, the Schoolmaster rather feels that a little circumspection may be advisable if confession is to be good for sales—as well as for the soul.

W. D. Rogers with Oxford Paper Company

Wilson D. Rogers, for the last thirteen years with the S. D. Warren Company, has joined the Oxford Paper Company, New York, and the Oxford-Miami Paper Company, Chicago and Cleveland. He was for fourteen years with the Forbes Lithograph Manufacturing Company, Boston.

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BUSINESS OPPORTUNITIES

PUBLISHERS' REPRESENTATIVE—Well-known aggressive organization, have sold many thousands of dollars' worth of magazine space in Eastern Territory. Wishes to add to their list. Box 870, P. I.

****Trade Paper Publishers****

Will represent a publisher in Eastern territory. Successful background of aggressive selling. For complete information inquire

H. I. Circle, 50 Broad St., New York City

EMPLOYMENT SERVICES

The thrill is never gone. Penn's experts apply themselves to each case as if it were the only case we have. From the time a client engages us to the time his file is closed, we are thrilled by everything that deals with his case. The more difficult the assignment, the better we like it. Penn has helped thousands of \$5,000-\$50,000 men with their difficult placement problems. Penn can help you, too. Consult Penn today. **JACOB PENN, INC., 535 5th Av., N.Y.C.**

HELP WANTED

ADVERTISING SALESMAN

who is familiar with drug and chemical field; one who has a successful record and who can service accounts. Give full particulars in absolute confidence. Box 868, Printers' Ink.

MAIL ORDER ADVERTISING AND SALES EXECUTIVE

If you have had experience in the mail order business, have workable ideas for sales promotion, and are able to produce copy that pays, this position offers a real opportunity with a rapidly expanding business. State age, education, experience and salary requirements. Box 869, Printers' Ink.

DARTNELL has profitable territories open for men who can trade ideas with sales and advertising executives. They will sell methods for increasing sales and decreasing expenses under **TODAY'S** conditions.

New plans, announced January 1st, made January our biggest month in two years and February better yet. Men who can sell the intangible will make good incomes commensurate with ability and effort and can carve out definite careers in a progressive organization. Write in detail please. **DARTNELL CORPORATION, 400 MADISON AVE., NEW YORK CITY.**

POSITIONS WANTED

Artist and Visualizer. His art ability is among the very best. And his vision fixed in the realm of creative sales thought. Do you seek such a man? Box 866, Printers' Ink.

Specialty Salesman—who can actually produce results, seeks connection. Single, Christian, 12 years experience, traveling entire United States. Will go anywhere. Box 867, Printers' Ink.

ONE MAN ADV. DEPT.—for m'r or retailer. Competent in all phases of advertising and production. An economic asset. Young, tenacious plugger. Locale of N. Y.-Phila. Box 864, P. I.

Wish to Contract with an estate or individual owner of trade journal who desires to be relieved of responsibility of publishing it. Many years' experience and expert ability. Box 872, P. I.

ARTIST

Lettering, knows his A-B-C's. 12 years experience, desires position with agency or Art Service. Salary secondary. Box 876, Printers' Ink.

ATTENTION compelling ideas—modern layouts and finished art—effective typography—knowledge of engravings. N. Y.-Phila. district—young ambitious worker wants permanent connection. Box 863, P. I.

RADIO PROGRAM DIRECTOR

at liberty. Proven results, on large station. Recognized author, actor. Knows microphone and public. Robert Brister, 2716—21st Avenue, Astoria, L. I., N. Y.

MERCHANDISING EXECUTIVE

College graduate, age 32. 2 years selling trade; 4 years mdsq. executive Young & Rubicam; 3 years own agency; 2 years sales & advg. manager drug product. Offers services at bargain to agency or mfr. any city. Box 874, Printers' Ink.

Industrial Advertising Man, young, university graduate, 5 yrs. selling and advertising experience (including agency) writing for all industrial mediums. Understands machinery, learns quickly, equally proficient at layout, copy, production. Could handle department. Go anywhere. Box 873, Printers' Ink.

ADVERTISING SALESMAN—12 years successful experience with one of the largest and most distinguished general magazines, internationally known trade papers, and outstanding newspaper; valuable merchandising background; creator of sales promotional ideas and material; close personal contacts with advertising agencies and advertisers; a constructive go-getter with excellent sales producing record; 36; salary open for worth while publication connection. Box 865, P. I.

TRADE JOURNAL BUSINESS MANAGER available April 1st (or sooner). Twenty years' experience, seven in present location, in every department of trade journal work (except editorial). Capable of taking complete charge as publisher; and, if advisable, investing moderate amount of cash. Will accept part interest in lieu of portion of salary, or contract on profit-sharing basis.

Not cheap—but good

Address Box 871, Printers' Ink.

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